FESTIVAL REPORT

The 3rd KITALE FILM WEEK

FEBRUARY 2-9, 2025

@KITALEFILMWEEK

AMBASSADE DE FRANCE AU KÉNYA ET EN SOMALIE
Liberté
Égalité
Fraternité

DEEPSEA RESORT

GOETHE INSTITUT

TUNGA
African films for African schools

VEKO SOUNDS
AFFORDABLE & RELIABLE EVENT SOLUTIONS

DOCUBOX
EAST AFRICAN DOCUMENTARY FILM FUND

TABLE OF CONTENTS

FESTIVAL TEAM 2025 1

SECTION 1: INTRODUCTION

BRIEF OVERVIEW OF KITALE FILM WEEK 2025 3
FESTIVAL HIGHLIGHTS 3
AUDIENCE DEMOGRAPHICS 3
MEDIA COVERAGE 4
OBJECTIVES FOR KITALE FILM WEEK 2025 5

SECTION 2: TIMELINES AND MILESTONES

ANNOUNCEMENT AND PLANNING PHASE 6
CALL FOR SUBMISSIONS 7
SELECTION AND PROGRAMMING 7
SNAPSHOT: WOMEN-LED FILMS AT THE KITALE FILM WEEK SINCE 2023 ..... 8 – 11

SECTION 3: MARKETING AND PUBLICITY

KEY PROMOTIONAL STRATEGIES: 13
SOCIAL MEDIA REACH & ENGAGEMENT (KEY METRICS) ..... 14 – 15

SECTION 4: EVENT EXECUTION

FESTIVAL EVENTS & ACTIVITIES 17
FILM IN EDUCATION – SCHOOL SCREENING PROGRAMME 2025 18
THE NEXTGEN FILMMAKING WORKSHOP ..... 22 – 23
OPENING NIGHT – SUNDAY, FEBRUARY 2ND 2025 24-25
FRANKI ASHIRUKA TRIBUTE – TUESDAY, FEBRUARY 4TH 2025 28-29
NORTH RIFT AND WESTERN KENYA FILM AND TV SUMMIT 30-31
CLOSING NIGHT 34-35

SECTION 5: IMPACT & OUTCOMES

ACHIEVEMENTS VS. INITIAL GOALS 36
FILMMAKER AND AUDIENCE FEEDBACK 39
SPONSORSHIPS AND PARTNERSHIPS 40
IMPACT OF SPONSORSHIPS ON THE FESTIVAL 40
CHALLENGES AND LESSONS LEARNED 42
AREAS FOR IMPROVEMENT IN FUTURE EDITIONS 43
SUMMARY OF KEY SUCCESSES 44
SWOT ANALYSIS 45
IMPACT ON THE LOCAL AND NATIONAL FILM INDUSTRY 46
GRATITUDE TO PARTNERS, SPONSORS, AND PARTICIPANTS 47
CALL FOR CONTINUED SUPPORT FOR KITALE FILM WEEK 47
APPENDIX: FULL LIST OF SCREENED FILMS 49

FESTIVAL TEAM 2025

KITALE FILM WEEK TEAM

Peter Pages Bwire - Team Leader
Wangui Ngunjiri - Competition Manager
Joel Tugaineyo - Festival Coordinator & Curator
Ambrose Nguti - Film in Education Manager
Paul Kainonge - Festival Coordinator
Churchill Wafula - Festival Coordinator
Angela Price - Event Manager
Patricia Chepkemoi - Hospitality Manager
Aaron J. Tamale - Event Host
Louis Makamu - Venue Manager
Eunice Wangui - Hospitality Assistant
Morris Andika - Venue Manager
Silva Bwire - Venue Manager
Chelsea Injinia Wataka - Film in Education Asst.
Brenda Nanjala - Venue Manager
Joseph Kimani - Technical Manager
Daniel Wanjala - Technical Assistant
Eutychus Misiko - Outdoor Screenings Manager
Sylvester Odari - Chef
Sylvia Gumo - Venue Design
DJ Knitspin - Entertainment
Thomas Mutiso - NextGen Workshop Manager
Brian Nabiswa - Workshop Facilitator
Namatsi Lukoye - Event Host
Nick Wambugu - Cinematographer
Sildar Mayieka - Social Media Assistant
Susan Maina - ICT Assistant

DOCUBOX TEAM

Mudamba Mudamba
Mungai Kiroga
April Wambui Gathee
Abel Waweru
Ronald Owen

TUNGA MEDIA AFRIKA

Cindy Makandi Mbae
Purity Chebet Kiprotich
Ken Kigunda
Yvonne Kuria (Sunshine Cinema)

SELECTION COMMITTEE & JURY

Pierrick Chabi
Jim Bishop
Cassandra Onwualu
Tosh Gitonga
Wangui Ngunjiri
Joel Tugaineyo
Joy Nduto
Peter Pages Bwire

SANAA POST TEAM

Helga Muinde
Sammy Wanjala
Anita Siudah
Samuel Osanya

ADVISORS

Mudamba Mudamba
Hinga Kamau
Sharon Mindot
Maurice Chapot
Cassiopée N'sonde
Chanelle J. Kittony
Advice Mundalo
Cosmas Bii

PHOTO BY SHORT WAVE

"Kitale Film Week is not just a film festival—it's the foundation for a transformative vision to turn Kitale, the Western Kenyan town, into a creative hub for African storytelling." – Akoroko

"A dazzling array of African Film Excellence." – Sanaa Post

"It's a bold departure from the urban exclusivity of Kenya's typical film scene, this festival is taking storytelling back to its roots—back to the people." – Gloria Nkatha, Talk Film to Me Podcast

"Beyond the screenings, the real magic has been in the people!" – Wangeci Murage, Media Pros Africa

IMAGE:

OUTDOOR SCREENING OF 'THE DAY I WILL NEVER FORGET'

SECTION 1:
INTRODUCTION

BRIEF OVERVIEW OF KITALE FILM WEEK 2025

Kitale Film Week started in May 2022 with the vision of making film a driver of sustainable development in Trans Nzoia. Our first festival in 2023 transformed local spaces into vibrant cinemas, bringing films to the community and creating a platform for filmmakers to showcase their work. From the day we began, the festival has operated as an eight-day event featuring film screenings, industry discussions, school programs, and workshops that equip young filmmakers with skills and opportunities.

More than just a festival, Kitale Film Week is a movement—one that seeks to position Kitale as a UNESCO creative city where film contributes to economic growth, cultural exchange, and social impact. Through initiatives like short film funds (in our plans but not kicked off yet) and filmmaker mentorship, we are nurturing talent and strengthening the local film industry.

By making film accessible and fostering collaboration between filmmakers, policymakers, and the community, Kitale Film Week is shaping a future where storytelling is not only an art form but also a strategic tool for development in Trans Nzoia.

The third edition of Kitale Film Week took place from February 2 to 9, 2025 in Kitale, Kenya, marking a significant milestone in the region's cinematic landscape.

FESTIVAL HIGHLIGHTS:

Opening Ceremony: The festival commenced with an opening night at Kitale Deep Sea Resort, featuring red carpet arrivals, live cultural performances from students of the Kitale National Polytechnic, speeches from key industry leaders and the screening of the films "La Fétiche" and "Nawi."

Film Screenings: 79 films from 19 countries were showcased at the main venue, outdoor venues, schools and villages, reflecting the festival's growth and its commitment to diverse African storytelling.

Workshops and Panels: The festival offered workshops and panel discussions, including the NextGen Filmmaking Workshop 2025, aimed at equipping emerging filmmakers with essential skills.

Networking Opportunities: Attendees had opportunities to connect during events such as the opening night, and the closing night poolside cinema party, fostering collaboration within the African film industry.

TOTAL AUDIENCE:

9,739

AUDIENCE DEMOGRAPHICS
Local audience: 9,779
International audience: 56
Filmmakers: 68
General public: 1,260
Students: 8,535

TICKETING & ACCESS

All events at Kitale Film Week 2025 were open to the public free of charge, with no paid ticketing required for attendance.

This approach aimed to ensure that the festival remained accessible to a wide audience, allowing people from diverse backgrounds and communities, including those in Kitale and the surrounding areas, to experience the films, workshops, and discussions.

MEDIA COVERAGE

Media Coverage and Social Media Mentions:

The festival garnered attention across various platforms:

- **SanaaPost (Kenya):** Official Media Partner of the Kitale Film Week 2025
- **Kenya Film Commission (Kenya)**: Highlighted the festival's role in promoting African creativity and its contribution to the growth of Kenya's film industry.
- **KenyanVibe (Kenya):** Provided insights into the festival's offerings, emphasizing its blend of cinematic experiences and cultural celebrations.
- **Akoroko (USA):** Featured an in-depth article on the festival's vision to build a cinema culture in Western Kenya, noting its evolution and impact.
- **Sinemafocus (Kenya):** Announced the festival's 2025 lineup, including opening and closing films, and emphasized its role in promoting African storytelling.
- **Nation Africa (Kenya):** Covered various aspects of the festival, including film submissions, event schedules, and its significance in the local cultural landscape.
- **The Culture Custodian (Nigeria):** Explored the festival's impact on the African film scene, highlighting its contributions to regional cinema.
- **Rushlake Africa/Sinemite Newsletter (Kenya, Germany):** Featured articles on the festival's collaborations and its role in fostering international partnerships in film.
- **KBC – Kenya Broadcasting Corporation (Kenya):** Announced the festival's schedule and highlighted its importance in showcasing African films.
- **Gloria Nkatha – Talk Film to Me Podcast (Kenya):** Discussed the festival's highlights and its influence on Kenya's film industry.
- **Fresh Angle Nigeria (Nigeria):** Reported on the festival's role in promoting African cinema and cultural exchange.
- **Kenya Buzz (Kenya):** Provided a preview of the festival, detailing anticipated films and events.
- **Business Ghana (Ghana):** Covered the festival's contributions to the African film industry and announced key events.
- **Buzz Central (Kenya):** Highlighted key events and films featured in the festival.
- **Njoki Muhoho (Kenya):** Shared insights and commentary on the festival's impact and growth.
- **Durban Filmmart (South Africa):** Recognized films from their alumni selected to the festival..
- **Marmalade Collective:** Highlighted and shared Akoroko's published post.
- **Lusaka Voice (Zambia):** Announced new members of the festival's selection committee and opened film submissions across Africa.
- **News Ghana (Ghana):** Reported on the festival's lineup and its role in showcasing African cinema.
- **Daily Express Uganda (Uganda):** Announced and highlighted the festival's impact on the regional film industry and opportunities for filmmakers.
- **CUT FM (Zimbabwe):** Discussed the festival's contributions to African cinema and cultural dialogue in a live interview with festival founder Peter Pages Bwire in the CUT studio at the Chinhoyi University of Technology, Zimbabwe.
- **Chopfaya Studios (Cameroon):** Featured articles on the festival's role in promoting African filmmakers and storytelling.
- **Orals East Africa (Kenya):** Covered the festival's events and its significance in the East African cultural scene.
- **Opportunities are Here (Uganda):** Shared information on submission calls and opportunities related to the festival.
- **UG Standard (Uganda):** Reported on the festival's schedule and its importance in the regional film landscape.

OBJECTIVES FOR KITALE FILM WEEK 2025

Kitale Film Week 2025 was designed with clear objectives to build on the previous two editions and enhance the cultural and educational landscape of Trans Nzoia County through film. The key goals included:

1. **Expanding Educational Outreach:** The festival aimed to inspire and engage 10,000 students across Western Kenya through its Film in Education Program. This initiative sought to integrate film into education, fostering creativity, empathy, and critical thinking among students.
2. **Showcasing Diverse African Cinema, in the Presence of Filmmakers and their Audiences:** By presenting at least 50 films (including African classics) from all African countries, the festival aimed to celebrate the richness of African storytelling and provide a platform for emerging filmmakers and underrepresented voices in cinema.
3. **Fostering Community Engagement through the North Rift and Western Kenya Film and TV Summit:** The festival sought to bring together filmmakers, actors, and enthusiasts to share their passion for storytelling through film, promoting creativity and cultural exchange within the community.
4. **Developing Local Talent:** Through workshops, panel discussions and awards, the festival aimed to celebrate the work of filmmakers, and provide emerging filmmakers and enthusiasts with hands-on experience, covering aspects from scriptwriting to cinematography, thereby enhancing their skills and creativity.
5. **Celebrating African Film Icon Franki Ashiruka:** We intended to create an event to specifically celebrate Ms. Franki Ashiruka who passed away in Nigeria in December 2024.

These objectives reflect the festival's commitment to positioning film as a strategic factor for sustainable development in Trans Nzoia County.

SECTION 2:

TIMELINES AND MILESTONES

ANNOUNCEMENT & PLANNING PHASE

The dates for the Kitale Film Week 2025 were officially announced in March 2024, setting the stage for another exciting edition. With a strong foundation built over previous years, the festival's core planning team remained largely unchanged, ensuring continuity and expertise in execution.

Leading the charge was Festival Director Peter Pages Bwire, alongside key team members:

- Wangui Ngunjiri – Competition Manager
- Joel Tugaineyo – Festival Coordinator & Curator
- Ambrose Nguti – Film in Education Programme Manager
- Paul Kainonge – Festival Coordinator
- Churchill Wafula – Festival Coordinator
- Louis Makamu, Morris Andika, Silva Bwire – Venue Management Team
- Thomas Mutiso – Workshop coordinator
- (Full team listed on page 1)

In January 2025, the team welcomed Angela Price as Event Manager, further strengthening festival operations.

The festival continued to enjoy strong backing from long-time partners, whose contributions have been instrumental in shaping its success:

- Embassy of France in Kenya and Somalia
- Docubox – East Africa Documentary Film Fund
- Tunga Media Afrika
- Fireplace Studios
- Deepsea Resort
- Veko Sounds Entertainment

With a dedicated team and unwavering partnerships, Kitale Film Week 2025 set out to celebrate African storytelling, empower filmmakers, and solidify Kitale's place as a rising hub for cinema and cultural exchange.

IMAGE: SHOT FROM 'NAWI'

CALL FOR SUBMISSIONS

Our submission season ran from September 14, 2024, to November 15, 2024, inviting filmmakers from across Africa to participate in one of the continent's fastest-growing film festivals.

Filmmakers submitted their works through FilmFreeway, ensuring a seamless and professional process. The festival welcomed a diverse array of films, categorized as follows:

Submission Categories

- African Documentaries – Non-fiction films that explore African stories, history, and realities.
- New Fiction Films From the Continent – Narrative films completed or released by an African producer or director since January 1, 2023.
- African Classics – Restored films representing a previous generation of African filmmaking.
- Emerging Filmmakers
  - Debut films from a first-time producer or director from any African country.
  - Student Films – Films produced or directed by a current student, showcasing fresh and innovative perspectives.
  - Mobile Phone Projects – Films shot entirely on mobile phones, highlighting the growing accessibility of filmmaking technology.
- Genre Showcase – Films that distinctly conform to well-defined genres (e.g., horror, thriller, sci-fi, comedy).
- Hadithi za Jumuiya / Films from the East African Community – Films by East African filmmakers from Burundi, Democratic Republic of the Congo, Kenya, Rwanda, Somalia, South Sudan, Tanzania, and Uganda.

The festival widely promoted its call for submissions through social media campaigns, film industry networks, film schools, and cultural institutions, ensuring diverse participation.

With a growing reputation in the global film circuit, Kitale Film Week 2025 attracted an impressive range of submissions, reinforcing its mission to elevate African cinema and foster a vibrant storytelling culture in Trans Nzoia.

SELECTION & PROGRAMMING

Kitale Film Week 2025 experienced a significant increase in submissions, receiving 274 films, up from 184 in 2024 and 123 in 2023. This growth reflects the festival's expanding reputation and its commitment to showcasing diverse African narratives.

Selection Process:

The festival employed a multi-tiered selection process to ensure a curated and high-quality lineup:

1. Initial Longlisting: The Festival Director, Peter Pages Bwire, along with a team of two, conducted an initial review of all submissions to create a longlist of potential selections.
2. Pre-Selection Shortlisting: An in-house pre-selection team led by Joel Tugaineyo (also curator of Ngalabi Shorts, Kampala) further evaluated the longlisted films, narrowing them down to a shortlist based on artistic merit, thematic relevance, and technical proficiency.
3. Final Selection: The Selection Committee, comprising esteemed industry professionals, made the final selections. For the 2025 edition, the committee included:
   - Tosh Gitonga (Kenya): A celebrated Kenyan filmmaker known for directing the critically acclaimed Nairobi Half-Life and Netflix hits 'Disconnect' and 'Disconnect: The Wedding Planner'.
   - Pierrick Chabi (Benin/France): An entrepreneur and founder of Wakatoon, an innovative platform revolutionizing children's content through interactive, AI-powered animation.
   - Cassandra Onwualu (Nigeria): A film producer and distribution strategist instrumental in promoting African films to international markets, known for her work on 'The Wait' and 'Gwoza'.
   - Jim Bishop (Kenya): A seasoned Director of Photography with over 30 years in the film and TV industry, based in Nairobi. His extensive experience includes working on TV commercials, documentaries, and feature films across Africa.

Jury Formation: The Selection Committee was officially announced in October 2024, during the submission period, highlighting the festival's commitment to a rigorous selection process. In December, competition manager Wangui Ngunjiri also announced that seasoned film executive Joy Nduto would be joining the jury.

Programming: The festival's programming balanced artistic excellence with audience engagement, focusing on emerging talent and diverse storytelling. The selection process considered both critical and strategic factors to build sustainable audiences while maintaining curatorial standards.

SNAPSHOT:

WOMEN-LED FILMS AT THE KITALE FILM WEEK SINCE 2023

NODRYN EVANCI KABUYE
AWARD WINNER 2025
EMERGING FILMMAKER AWARD

Kitale Film Week
Total seasons: 3
Total Submissions: 581
Average Season Submissions: 194
Highest Season Submissions: 274

FILM SUBMISSIONS TO THE KITALE FILM WEEK IN 2022/23

Number of film submissions	: 123 (99.5% Kenya and Ugandan Films)
Films with women as directors/co-directors	: 22
Films with women as Producers/co-producers	: 34
Films with women as Scriptwriters	: 31
Films with women as Key cast (including main subject in documentaries)	: 81

Selected films by women (out of 44 films selected):

Films with women as Producers/co-producers	: 14
Films with women as directors/co-directors	: 7
Films with women as Scriptwriters	: 16
Films with women as Key cast (including main subject in documentaries)	: 29

Award winning films by women (out of six awards):

Films with women as Producers/co-producers	: 2
Films with women as directors/co-directors	: 1
Films with women as Scriptwriters	: 0
Films with women as Key cast (including main subject in documentaries)	: 3

FILM SUBMISSIONS TO THE KITALE FILM WEEK IN 2023/24

Number of film submissions	: 184 (99.5% Kenya and Ugandan Films)
Films with women as directors/co-directors	: 42
Films with women as Producers/co-producers	: 68
Films with women as Scriptwriters	: 58
Films with women as Key cast (including main subject in documentaries)	: 113

Selected films by women (out of 83 films selected):

Films with women as Producers/co-producers	: 35
Films with women as directors/co-directors	: 19
Films with women as Scriptwriters	: 29
Films with women as Key cast (including main subject in documentaries)	: 58

Award winning films by women (out of 8 awards):

Films with women as Producers/co-producers	: 4
Films with women as directors/co-directors	: 3
Films with women as Scriptwriters	: 2
Films with women as Key cast (including main subject in documentaries)	: 4

FILM SUBMISSIONS TO THE KITALE FILM WEEK IN 2024/25

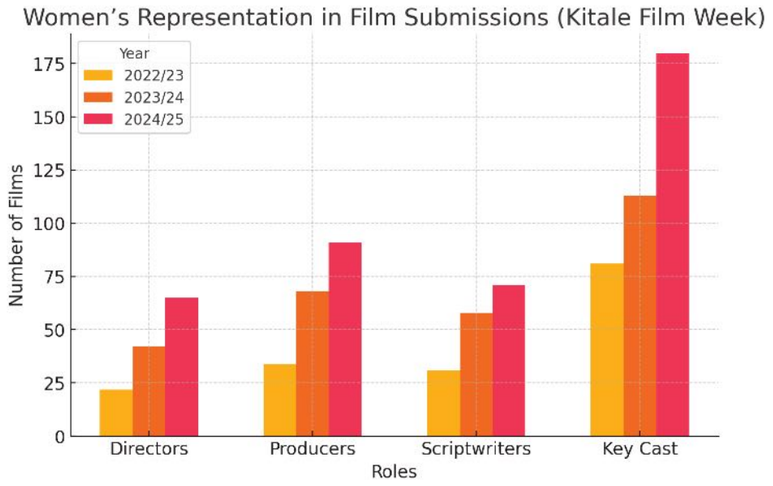
Number of film submissions	: 274 (films from the entire African continent)
Films with women as directors/co-directors	: 65
Films with women as Producers/co-producers	: 91
Films with women as Scriptwriters	: 71
Films with women as Key cast (including main subject in documentaries)	: 180

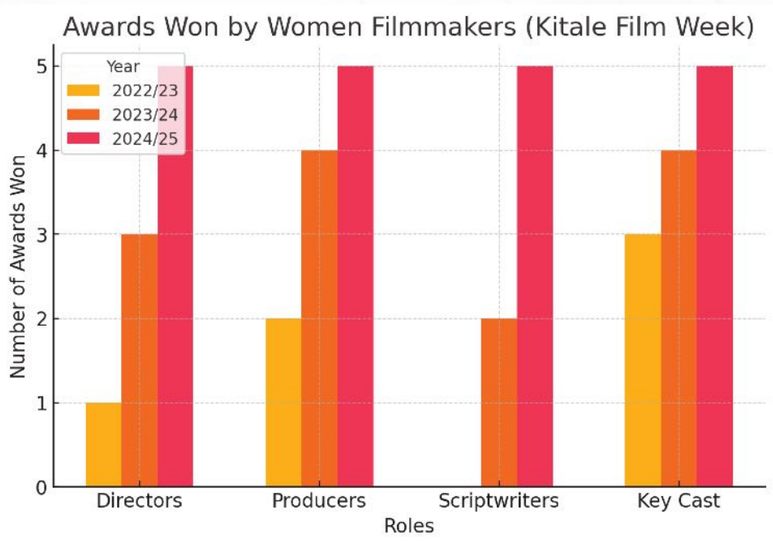
Selected films by women (out of 70 films selected):

Films with women as Producers/co-producers	: 41
Films with women as directors/co-directors	: 25
Films with women as Scriptwriters	: 29
Films with women as Key cast (including main subject in documentaries)	: 52

Award winning films by women (out of 9 awards):

Films with women as Producers/co-producers	: 5
Films with women as directors/co-directors	: 5
Films with women as Scriptwriters	: 5
Films with women as Key cast (including main subject in documentaries)	: 5





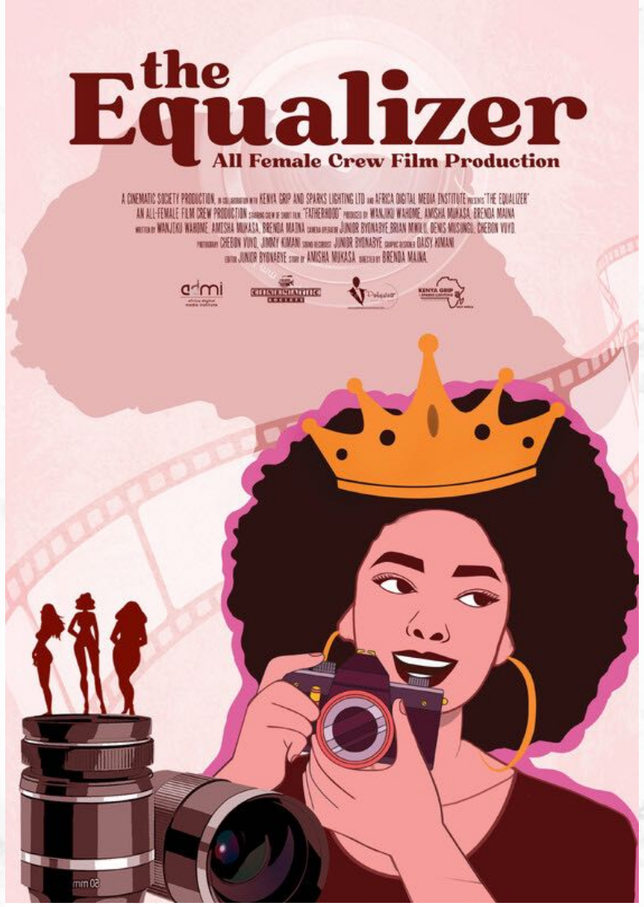
WOMEN'S REPRESENTATION IN FILM SUBMISSIONS

Increasing Participation of Women in Key Roles:
The number of films with women as directors, producers, and scriptwriters has consistently increased across the three seasons.
Directors: 22 (2022/23) to 42 (2023/24) to 65 (2024/25)
Producers: 34 to 68 to 91
Scriptwriters: 31 to 58 to 71

Higher Selection Rates for Women-Driven Films:
The number of selected films with women in key roles also grew significantly.
Films with women producers selected: 14 (2023) to 35 (2024) to 41 (2025)
Films with women directors selected: 7 to 19 to 25

More Awards Won by Women:
Women-led films are receiving more recognition, with increasing numbers of awards.
Award-winning films with women directors: 1 (2023) to 3 (2024) to 5 (2025)
Films with women in key cast roles also won more awards each year.

Conclusion:
Kitale Film Week has seen a steady rise in women's participation across all key roles, both in submissions and selections. The increasing number of awards for women-led films suggests growing recognition of their contributions, reflecting a positive shift towards gender inclusivity in African cinema.



FILM SUBMISSIONS & SELECTION

Total number of submissions 2025: 274

Number of selected films (including selections outside submitted films) – 78
- Narrative feature films – 18
- African Classics – 6
- Documentary Feature Films – 7
- Short Films – 47

Countries represented
The following countries were represented at the Kitale Film Week 2025 through their films and/or presence of filmmakers:

1. Kenya
2. Ghana
3. Uganda
4. Cape Verde
5. Cameroon
6. Ivory Coast
7. Democratic Republic of the Congo (DRC)
8. Senegal
9. Burkina Faso
10. Dominican Republic
11. United Kingdom
12. Nigeria
13. Zambia
14. Central African Republic
15. Rwanda
16. United States
17. Namibia
18. Germany
19. Tanzania

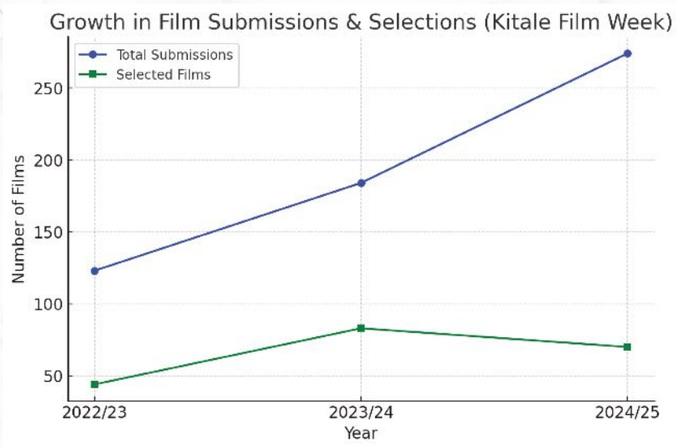
Growth and Trends in Film Submissions
Increasing Total Submissions:
The number of film submissions has grown significantly over three seasons:
2022/23: 123 submissions
2023/24: 184 submissions (49.6% increase)
2024/25: 274 submissions (48.9% increase)
This steady growth suggests rising awareness and interest in Kitale Film Week.

Expansion Beyond Kenya & Uganda:
The first two seasons had 99.5% of submissions from Kenya and Uganda.
The 2024/25 season saw submissions from across the African continent, marking a major geographic expansion.

Increase in Selected Films:
Number of selected films increased from 44 in 2023 to 83 in 2024, then slightly decreased to 70 in 2025 despite a record-high number of submissions.
This suggests a growing pool of quality films, making selection more competitive.

Consistent Increase in Women's Representation:
The number of submissions featuring women in key roles (directors, producers, scriptwriters, key cast) has steadily risen.
More women-led films are being selected and winning awards, reflecting a positive trend in gender inclusivity.

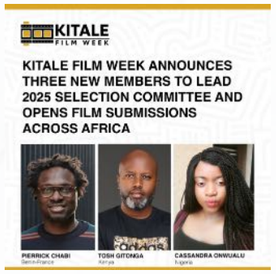
Conclusion:
Kitale Film Week is experiencing rapid growth in submissions and expanding its reach across Africa. The festival is becoming more competitive, attracting a diverse range of filmmakers and improving representation for women in the industry.



SECTION 3:

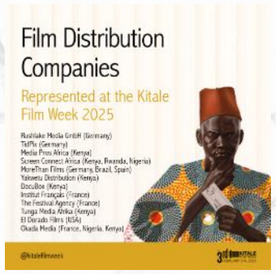
MARKETING AND PUBLICITY

IMAGE:
SHOT FROM 'LA VIE EST BELLE'


KITALE FILM WEEK
KITALE FILM WEEK ANNOUNCES THREE NEW MEMBERS TO LEAD 2025 SELECTION COMMITTEE AND OPENS FILM SUBMISSIONS ACROSS AFRICA
PIERRICK CHABI
TOSH GITONGA
CASSANDRA ONWUALU

KITALE FILM WEEK
Valentine is Coming!!!
WATCH FILMS WITH US AT THE DEEPSEA RESORT - SATURDAY 8TH FEBRUARY 2025
+ WRONG NUMBER REGIONAL PREMIERE + CLIMATE INNOVATION CHALLENGE FILMS
WRONG NUMBER
LA VIE EST BELLE
WANJATHA
BODA LOVE
Social: @kitalefilmweek Website: kitalefilmweek.org

KITALE FILM WEEK
Adelle Onyango, Abigail Arunga, Lydia Matata, Plus New Films in Kitale Film Week 2025 Programme
ADELLE ONYANGO
ABIGAIL ARUNGA
LYDIA MATATA



KITALE FILM WEEK
OPENING NIGHT 2025
3rd KITALE FILM WEEK
You shall not miss a thing!
CONNECT OUR CALENDAR TO YOURS!
Link in Bio (Instagram)
"She Still Reigns"
A SPECIAL TRIBUTE TO FRANKI ASHIRUKA
TUESDAY, 4TH FEBRUARY 2025
KITALE FILM WEEK
CAVU
BEST OF THE CLIMATE INNOVATION CHALLENGE
SUNDAY, 9TH FEB 2025, 2:00PM - 3:00PM - DEEPSEA RESORT
Five Short Films Curated and Presented by Teddy Warria
CLIMATE INNOVATION CHALLENGE

Kitale Film Week 2025 implemented a multifaceted marketing and publicity strategy to enhance its visibility and engagement.

KEY PROMOTIONAL STRATEGIES:

- **Community Engagement:**

The festival collaborated with several local organizations such as the Rotaract Club, Brand Trans Nzoia, World of Work; and educational institutions to promote the event, fostering a sense of community ownership and participation.

- **Social Media Engagement**
- **Platform Utilization:**

The festival maintained active profiles on platforms such as Facebook, Instagram, and Twitter, sharing updates, behind-the-scenes content, and engaging with followers. During the festival, photo and video content was mainly created by Sanaapost.

- **Influencer Partnerships:**

Collaborations with local influencers such as DJ Knitspin, and filmmakers, helped amplify the festival's reach and attract diverse audiences. Effort was made to collaborate with several Kenyan influencers, but these never materialised because of financial limitations.

- **Partnerships:**
  - Kenya Film Commission (KFC): The festival partnered with KFC to promote the event and support local storytelling initiatives.
  - Docubox: This collaboration provided a platform for Docubox's large follower base to discover the Kitale Film Week
  - Tunga Media Afrika: Focused on enhancing learning through African cinema, this partnership enriched the festival's educational outreach.
  - French Institute: Collaborations aimed to introduce our audiences to African film classics.
  - These combined efforts significantly boosted the festival's profile, attracting a diverse audience and reinforcing its mission to position film as a strategic factor for sustainable development in Trans Nzoia.

Media Articles:

- SinemaFocus: "Kitale Film Week Announces Opening and Closing Films, Unveils 2025 Lineup"
  This article details the selection of 'Nawi' as the opening film and 'Our Land, Our Freedom' as the closing film, emphasizing the festival's commitment to showcasing diverse African narratives.
- Akoroko: "Kitale Film Week: A Vision to Build Cinema Culture in Western Kenya"
  The piece explores the festival's evolution from a regional showcase to a significant platform for African filmmakers, highlighting its role in reimagining Kitale's relationship with cinema.
- Culture Custodian: "Kitale Film Week 2025 Hoists A Western Kenyan Town"
  This article provides an overview of the festival's events, including film screenings from various African countries, and underscores its impact on positioning Kitale as a cinematic hub.
- Kenya Film Commission: "Kitale Film Week 2025: A Hub for African Creativity and Film Industry Growth"
  The piece discusses the festival's role in bringing together filmmakers and enthusiasts, contributing to the growth of Kenya's film industry.
- SanaaPost News: "2025 Kitale Film Week Awards Nominees"
  This article announces the nominees for the festival's awards, showcasing a range of African films from countries like Cameroon and Côte d'Ivoire.
- Sinemite: "Kitale Film Week 2025"
  A social media post highlighting the festival's significance and the participation of film distributors seeking fresh content.
- Media organizations and notable accounts that talked about the Kitale Film Week:

- Nation Africa: A leading Kenyan news outlet that covered the third edition of the Kitale Film Week Festival, noting its commencement on February 2, 2025, at Deep Sea Resort in Kitale.
- Kenyan Vibe: An online platform that provided insights into the 2025 Kitale Film Festival, detailing an eclectic mix of over 50 films from 20 countries, including highlights like Nawi, a Kenyan drama addressing child marriage.
- KBC (Kenya Broadcasting Corporation): Kenya's national broadcaster that announced the Kitale Film Week set for February 2-9, 2025, emphasizing its role in transforming Kitale into a cinematic hub hosting various film genres.
- Buzz Central: An entertainment news platform that reported on the inclusion of director Tosh Gitonga in the Kitale Film Week selection committee.
- Gloria Nkatha: A Nairobi-based film and theatre journalist who wrote about the Kitale Film Week, highlighting its role in transforming Kitale into a flourishing epicenter for cinema from February 2 to 9, 2025.
- Vocal.Media: An online platform that featured content related to the Kitale Film Week, celebrating local and regional cinema during the 8-day festival held every February in Kitale, Kenya.
- Fresh Angle (Nigeria): A Nigerian news outlet that announced the 2025 lineup for Kitale Film Week, showcasing a diverse array of films and the creative brilliance of filmmakers from across Africa.
- Lusaka Voice: A Zambian news platform that reported on the addition of three new members to the Kitale Film Week 2025 selection committee and the opening of film submissions across Africa.

SOCIAL MEDIA REACH & ENGAGEMENT (KEY METRICS)

The Kitale Film Week's social media performance from September 2024 to February 2025 demonstrated remarkable growth, driven by strategic content and event-focused campaigns.

Across Facebook, Instagram, LinkedIn, X, Google for Business, and TikTok, the festival achieved a total reach of 200K+, with 50K+ engagements and significant follower increases—1,000 on Instagram, 277 on Facebook, and 905 on LinkedIn.

Key highlights (available data from Facebook, Instagram and LinkedIn only) include explosive engagement during the January 2025 festival peak, where Reels and live videos dominated, and a youth-dominated audience (18–34 years) primarily from Nairobi and Kitale. While pre-event teasers built anticipation, post-event retention efforts revealed opportunities for improvement.

This summary distills key metrics, audience insights, and actionable recommendations to amplify future campaigns and sustain year-round engagement.

Social Media Reach & Engagement Summary for Kitale Film Week (2024-2025) Across Facebook, Instagram and LinkedIn

1. Overall Performance

- Total Reach: ~200K+ across Facebook, Instagram, and LinkedIn.
- Total Engagement: ~50K+ interactions (likes, comments, shares).
- Follower Growth: 1,000+ Instagram, 277 Facebook, 905 LinkedIn.

2. Platform Breakdown

Facebook

- Reach: 7.4K (+156.8%).
- Views: 37.5K (+121.6%).
- Interactions: 1.3K (+701.9%).
- Followers: 277 (+788.9% from baseline).
- Top Content: Reels (331 reach/post), Live Videos, event photo albums.
- Audience: 67% male, 18-34 years, 82% Kenyan (Nairobi, Kitale).

Instagram

- Reach: 28.1K (+5,300%).
- Views: 98K.
- Interactions: 4.3K (+100%).
- Followers: 1,000 (+2,200%).
- Top Content: Reels (35 interactions/post), Stories, live Q&As.
- Audience: 59.8% male, 18-34 years, 58.7% Nairobi, 6.2% Kampala.

LinkedIn

- Impressions: 49,926.
- Followers: 905 (500+ gained in January).
- Engagement Rate: 1.9%.
- Top Content: Long-form posts, filmmaker interviews.
- Audience: 13.3% founders, 19% media production, 14.6% Nairobi.

3. Key Trends

Festival-Driven Peaks:
- January 2025 saw explosive growth (70% of annual engagement).
- Reels/Live Videos drove 80% of peak interactions.

Pre-Event Buildup: Steady growth Sep-Dec (teasers, reveals).
Post-Event Decline: Engagement dropped by 30-50% after February (less content posted).

4. Top-Performing Content

- Reels: Behind-the-scenes clips, filmmaker interviews (35+ interactions/post).
- Live Videos: Event coverage, red carpet streams.
- Stories: Polls, countdowns, UGC reposts.
- Carousels: Film stills + ticket links (3.3% CTR).

5. Audience Insights

Demographics:
- Primarily 18-34 years, male-skewed (60-67%).

Geographic: Nairobi (35-58%), Kitale (5-26%), East African diaspora.
Behavior:
- High engagement with event-day content.
- Low link clicks (1.9% conversion) but strong passive viewing.

6. Recommendations

Content Strategy:
- Pre-Event: Weekly Reels + countdowns (Sep-Dec).
- Festival: Daily Live videos + UGC campaigns (Jan).
- Post-Event: Recap Reels + feedback polls (Feb-Mar).

Platform Focus:
- Instagram: Prioritize Reels/Stories for youth engagement.
- Facebook: Boost ads in Nairobi/Eldoret.
- LinkedIn: Target industry professionals with filmmaker spotlights.

Audience Growth:
- Collaborate: Partner with Citizen TV, Eric Omondi for cross-promotion.

Retention: Use "exclusive" follower-only content.

7. Critical Takeaways

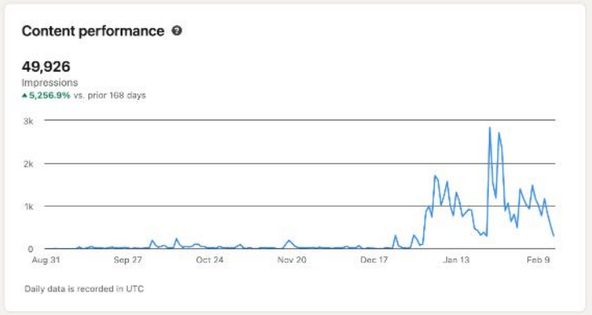
Success: Viral January content proved the festival's appeal.
Gaps: Low link conversions, post-event drop-off.

Goal for 2025/26:
2K+ followers per platform.
100K+ views per campaign.

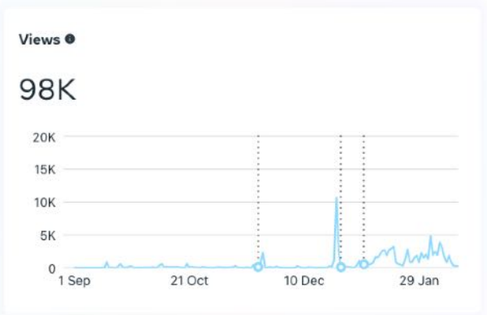
Next Steps:

Audit top 10 posts across platforms.
Allocate 60% of content budget to video production.
Train team on LinkedIn/Reels optimization.

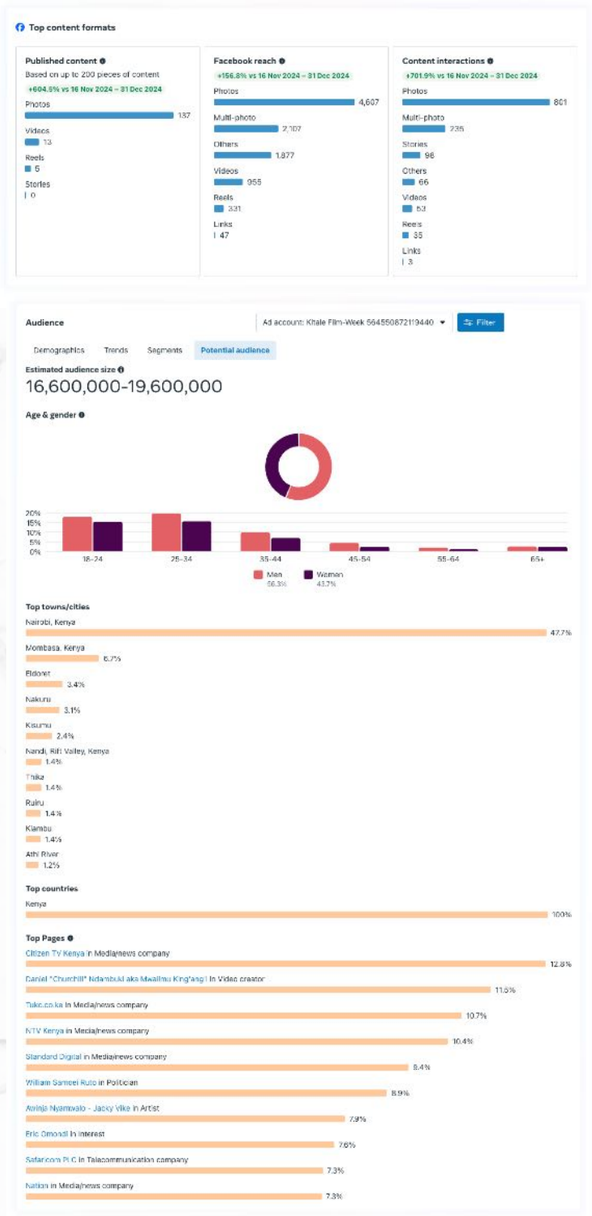
LINKEDIN

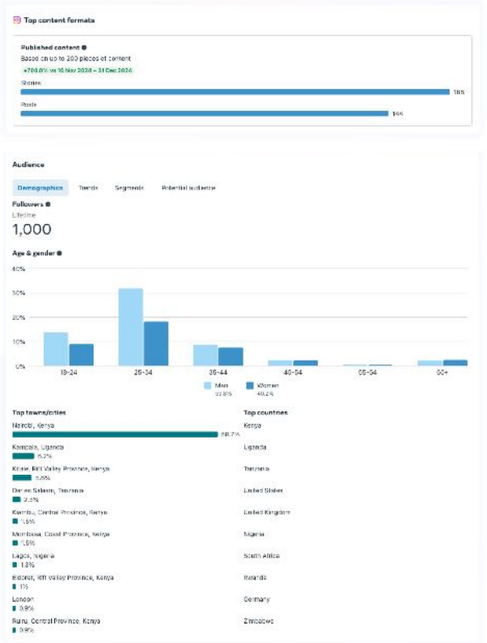


INSTAGRAM



FACEBOOK





SECTION 4:

EVENT EXECUTION

PHOTO BY SHORT WAVE

PHOTO BY SHORTWAVE:

AARON J. TAMALE HOSTING THE OPENING NIGHT

FESTIVAL EVENTS & ACTIVITIES

Screenings

Number of Screenings: 55

Venues: Deepsea Resort; Outdoor Venues (Kitale Town CBD; Kipsongo Market; Bondeni Shauri Moyo; Lessos Centre; Kibomet St. Mary's; Gatua Market); Schools. The outdoor screening at Lessos Center, and two screenings at the Kitale CBD failed to take off due to power and equipment challenges)

Panels & Discussions

Throughout the festival, a series of insightful panel discussions were held, enriching the audience's understanding of the filmmaking process and industry trends. These discussions, led by Aaron J. Tamale, provided a platform for filmmakers and industry professionals to engage with audiences, share their expertise, and explore the themes and techniques behind their work.

Key Panel Discussions and Guest Speakers:

- Sunday, February 2nd, 2025 – Opening Night
  Benson Obiero spoke on behalf of the Nawi film team, offering insights into the filmmaking process, challenges, and creative decisions behind the production of this Kenyan film.
- Monday, February 3rd, 2025 – Film Screening of Limo on The Run
  Njoki Muhoho, the director of Limo on The Run, led a post-screening discussion, delving into the film's themes and creative choices.
- Monday, February 3rd, 2025 – Film Screening of Unyagoni: Bahati's Sex Education Journey
  Saitabao Kaiyare and Mumo Liku, the directors of Unyagoni, shared their journey in creating this compelling Kenyan short documentary. They discussed the film's importance in sexual education and its impact on the community.
- Wednesday, February 5th, 2025 – North Rift and Western Kenya Film and TV Summit
  Local filmmakers from Trans Nzoia and the broader North Rift and Western Kenya regions participated in a lively session. Topics included regional collaboration in development, production, and post-production, with filmmakers exchanging ideas and pitching projects.
- Thursday, February 6th, 2025 – Screening of The Equalizer and Fatherhood
  Ciku Wahome, producer of both The Equalizer and Fatherhood, led a captivating discussion following the screenings. She shared her experiences in the Kenyan film industry and offered valuable advice for female filmmakers looking to break into the industry.
- Saturday, February 8th, 2025 – Film Screening of Boda Love
  Grace Irungu, co-writer of Boda Love, participated in a post-screening discussion where she explored the development of the script, themes of love, and the challenges of writing and producing a feature film in Kenya.
- Sunday, February 9th, 2025 – Closing Night Screening of Our Land, Our Freedom
  Zippy Kimundu, co-director and producer of Our Land, Our Freedom, shared the powerful story behind the film and its exploration of land rights and activism in Kenya. She discussed the film's cultural and social significance, as well as its role in advocacy and policy change.

Key Insights:

- Local Filmmaking Challenges: Throughout the panels, filmmakers reflected on the challenges of local production, including securing funding, access to quality equipment, and navigating distribution channels.
- Collaboration: A recurring theme was the importance of building collaborations, with speakers also emphasizing the need for Kenyan filmmakers to tap into global markets while retaining their unique cultural voice.
- Mentorship and Knowledge Sharing: The importance of mentorship and sharing knowledge within the industry was stressed, with many panelists advocating for greater investment in training the next generation of filmmakers.
- Social Impact of Cinema: Several discussions focused on how films can drive social change, with a particular emphasis on the role of cinema in addressing issues such as education, land rights, and gender equality.

The panel discussions at Kitale Film Week 2025 proved to be an essential part of the festival, providing valuable learning experiences and fostering an environment of collaboration among filmmakers.

FILM IN EDUCATION – SCHOOL SCREENING PROGRAMME 2025

OVERVIEW

The Kitale Film Week (KFW) 2025 successfully integrated film into educational settings across Kitale, Kenya. The Film-in-Education programme was a collaborative effort between Docubox, Tunga Afrika, and the Kitale Film Week team, focusing on school screenings and public engagements. The initiative aimed to foster critical thinking, creativity, and discussions on themes like leadership, historical justice, body positivity, and social issues among students.

KEY HIGHLIGHTS

Collaborative Effort:

Docubox: Screened films from the "Kenya Creates" and "Follow The Leader" projects, engaging 6,715 learners.
Tunga Afrika: Focused on the documentary Our Land, Our Freedom, reaching 1,820 students.
Local Team: Led by Ambrose Nguti, the Kitale Film Week team ensured smooth operations and high engagement.

Films Screened:

Kenya Creates: Float (Lydia Matata), Home (Adelle Onyango).
Follow The Leader: A Goat for a Vote, Children Have No Filter, Halima's Voice.
Tunga Afrika: Our Land, Our Freedom (Zippy Kimundu).

Total Reach:

8,535 students across 11 schools (primary, junior secondary, and high schools).
5 public screenings in Kitale town.

SCHOOL SCREENING SUMMARIES

Kitale Family House of Hope Primary and Junior High School

Film: A Goat for a Vote

Learners: 127
Key Discussions: Leadership qualities, gender equality in leadership.
Notable Moment: Students could only name one female leader (Tanzanian President Samia Suluhu), prompting a challenge to research more female leaders.

Valley View Academy

Films: Children Have No Filter, Float
Learners: 800 (Primary: 600, Secondary: 200)
Key Discussions: Body positivity, self-esteem, perseverance.

Bwake Friends Boys High School

Film: A Goat for a Vote
Learners: 1,400
Key Discussions: Leadership integrity, political symbolism (e.g., "eating one goat for one day"), and gender representation.

Wiyeta Girls High School

Films: Our Land, Our Freedom, Home
Learners: 400
Key Discussions: Historical injustices, peer pressure, self-identity.

St. Joseph's Girls High School, Kitale

Films: Float, Home
Learners: 2,500
Key Discussions: Body shaming, peer pressure, cultural preservation.
Notable Quote: "My body is not a graveyard for people to bury their pain."
– Student from St. Joseph's Girls

Kitale School

Films: Children Have No Filter, Halima's Vote, Float
Learners: 800
Key Discussions: Role models, integrity, and ending corruption.

TUNGA AFRIKA SCREENINGS

Schools: All Saints Academy, Matisi Friends High, Chematich Junior Secondary, Namanjalala Boys High.
Key Themes: Mau Mau history, land rights, democracy.
Student Reactions: Emotional engagement, curiosity about Kenya's colonial past, and inspiration to pursue filmmaking.

SUCCESSES

- Local Team: Ambrose Nguti and the Kitale Film Week team ensured seamless execution and high student engagement.
- Technical Kit: Docubox's equipment (projector, screens, sound system) performed well, though upgrades were recommended.
- Student Engagement: Active participation in discussions, emotional reactions to films, and critical reflections on themes.
- Partnerships: Strong collaboration between Docubox, Tunga Afrika, and KFW expanded the programme's reach.

CHALLENGES

- Technical Issues:
  - Power outages and projector limitations (e.g., Sunbox projector's small capacity).
  - Need for backup power solutions (generators, rechargeable batteries).
- Content Complexity: Some historical themes were heavy for younger students.
- Time Constraints: Limited Q&A sessions due to tight schedules.
- Space Limitations: Overcrowding in some venues.

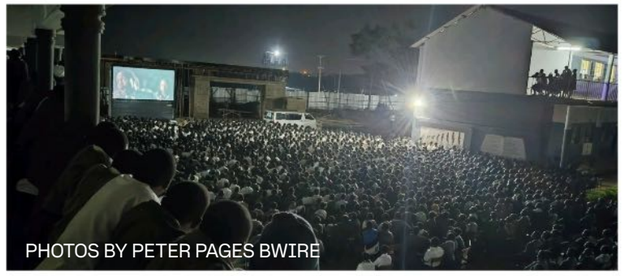
RECOMMENDATIONS

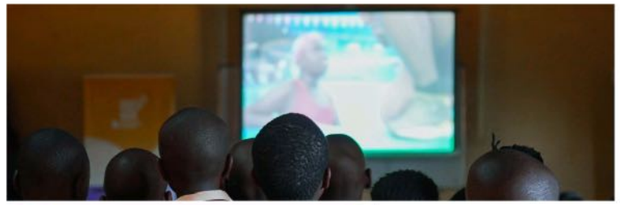
- Upgrade Equipment: Invest in powerful speakers, mobile power systems, and LED headlamps for nighttime setups.
- Pre-Screening Prep: Provide background materials to help students contextualize films, especially historical content.
- Extend Sessions: Allocate more time for discussions and Q&A.
- Diversify Content: Include lighter films to balance heavy themes.
- Feedback Mechanism: Introduce post-screening surveys to gather student and teacher insights.
- Introduce follow-up activities, including film clubs in schools to engage learners further.

IMPACT

Educational: Films sparked discussions on leadership, history, and social issues, complementing classroom learning.
Emotional: Students expressed empathy, motivation, and a deeper connection to Kenya's history.
Career Inspiration: Filmmaker interactions (e.g., Zippy Kimundu) inspired students to explore careers in film.

PHOTO BY ABEL WAWERU


PHOTOS BY PETER PAGES BWIRE



PHOTOS BY ABEL WAWERU

COVER PHOTO BY ABEL WAWERU

SCREENING AT ST. JOSEPH'S GIRLS HIGH SCHOOL, KITALE

THE NEXTGEN FILMMAKING WORKSHOP

PHOTO BY SHORT WAVE

PHOTOS BY BILDAD OCHIENG

The NextGen Filmmaking Workshop at Kitale Film Week 2025 offered six young, aspiring filmmakers the chance to gain hands-on filmmaking skills, providing them with a solid foundation to further their careers and pursue opportunities in the industry. This workshop, designed to support the development of emerging talent, was a key initiative aimed at building the next generation of filmmakers in Kenya.

The training, which lasted five days, was led by experienced filmmaker Brian Nabiswa and coordinated by Thomas Mutiso for the Kitale Film Week. It covered the basics of filmmaking, including aspects such as scriptwriting, camera operation, sound design, editing, and overall film production. Through practical exercises and guidance from industry experts, participants gained the tools they need to start creating their own short films.

The workshop was tailored to young filmmakers eager to explore the craft, with each participant paying a fee of Ksh. 6,500/- to be part of the programme. The intensive nature of the training allowed participants to dive deep into the filmmaking process while collaborating with one another and learning from their peers.

The Trainees:

- **Bildad Omondi Ochieng**
- **Ronny Oduor Oloo**
- **Godfrey Omondi Onyango**
- **Nicholas Abednego**
- **Phil Amida**
- **Sharifa Chebet**

Certification and Acknowledgement

On the Closing Night of the festival, Aaron J. Tamale (host) and Peter Pages Bwire, the festival's founder, presented certificates of completion to the trainees, marking the culmination of their successful participation in the workshop. This workshop serves as the beginning of a wider initiative to expand film training opportunities in Kitale, offering further potential for growth in the region's creative industries.

The success of the NextGen Filmmaking Workshop not only equips young filmmakers with practical skills but also creates a sustainable pipeline for future filmmakers, making Kitale a hub for nurturing new talent and promoting local cinema on both the regional and national levels.

OPENING NIGHT – SUNDAY, FEBRUARY 2ND 2025

The highly anticipated opening night of the Kitale Film Week took place on Sunday, 2nd February 2025, at the newly built Main Hall of Deepsea Resort, Kitale. The event kicked off at 5:00 PM with vibrant performances from traditional dancers of Kitale Polytechnic, followed by local DJ Knitspin, who energized both the indoor and outdoor spaces, setting the perfect atmosphere for the evening. The night was hosted by Aaron J. Tamale and Namatsi Lukoye.

Key speeches were delivered by distinguished guests, including Peter Pages Bwire, founder of Kitale Film Week; Rev. Dr. Dawson Mudenyo, Kitale Film Week CBO Board Member; Mudamba Mudamba, Programme Director of Docubox; Ezekiel Onyango, Chairperson of the Kenya Film and Television Professionals Association; and Mr. Timothy Owase, CEO of the Kenya Film Commission.

The evening's film lineup featured the thought-provoking Le Fetiche from Côte d'Ivoire and the powerful Kenyan drama Nawi. The event was managed by Angela Price and Churchill Wafula, ensuring a seamless experience for the attendees.

Networking & Industry Sessions

There were no dedicated networking and industry sessions during Kitale Film Week 2025.

While the festival offered numerous opportunities for filmmakers and attendees to engage informally, particularly through panel discussions and workshops, structured networking events specifically aimed at fostering industry relationships and partnerships were not included this year.

This presents an opportunity for future editions of the festival to incorporate more focused networking activities, allowing filmmakers, producers, and industry professionals to connect and collaborate in a more organised manner.

MICHELLE LEMUYA IKENY | JOEL LIWAN | OCHUNGO BENSON | BEN TEKEE | MICHELLE CHEBET TIREN | NUNGO MARIANNE AKINYI | NYOKABI MACHARIA

NAWI

Dear Future Me

A FILMCREW PRODUCTION
TOGETHER WITH LEARNING LIONS AND BAOBAB PICTURES

STARRING MICHELLE LEMUYA IKENY AS „NAWI" JOEL LIWAN OCHUNGO BENSON BEN TEKEE MICHELLE CHEBET TIREN PATRICK OKETCH
WITH NUNGO MARRIANNE AKINYI AND NYOKABI MACHARIA CINEMATOGRAPHY KLAUS KNEIST MWENDE RENATA MUSIC AMADEUS INDETZKI APUU MOURINE
ART DIRECTOR ERIXON KANGETHE MAKE-UP DESIGN MERCY NG'ENDO COSTUME DESIGN VIVA NJERI KIMOTHO SOUND ROMAN POGORZELSKI
EXECUTIVE PRODUCER LUDWIG BAYERN STEVEN HAFT KATJA EICHINGER MATTHIAS ROSENBERGER PRODUCED BY LYDIA WRENSCH CAROLINE HEIM BRIZAN WERE
WRITTEN BY MILCAH CHEROTICH DIRECTED BY TOBY & KEVIN SCHMUTZLER VALLENTINE CHELLUGET APUU MOURINE

VINTAGE WORLD CINEMA

"MY RELATIONSHIP WITH AFRICAN CINEMA BEGAN WITH *MANDABI*"
Martin Scorsese

"RICH IN DETAIL, A FEAST FOR THE EYES AND EARS"
The New York Times

"SEMBÈNE'S BEST, MOST COMPLETE FILM"
David Jenkins, Little White Lies

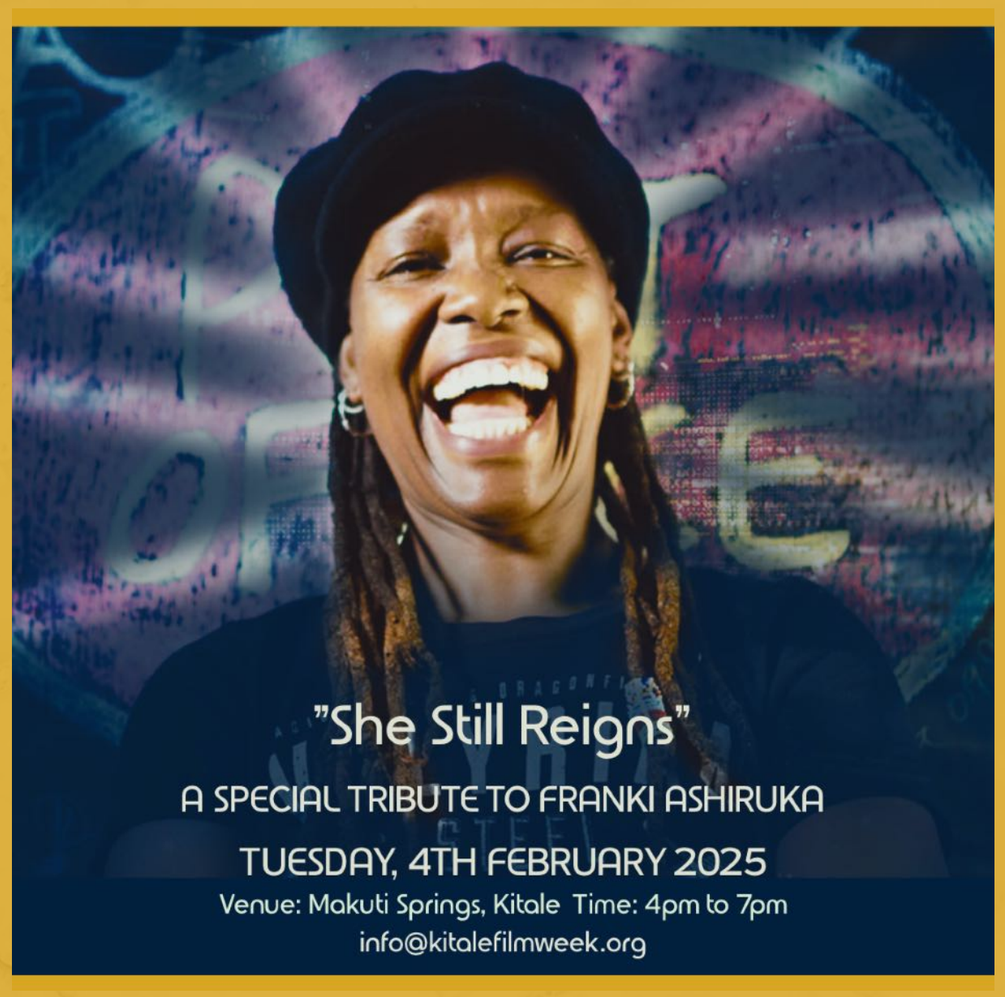
MANDABI

A FILM BY
OUSMANE SEMBÈNE

PG

STUDIOCANAL

FRANKI ASHIRUKA TRIBUTE – TUESDAY, FEBRUARY 4TH 2025


"She Still Reigns"
A SPECIAL TRIBUTE TO FRANKI ASHIRUKA
TUESDAY, 4TH FEBRUARY 2025
Venue: Makuti Springs, Kitale Time: 4pm to 7pm
info@kitalefilmweek.org

On Tuesday, 4th February 2025, filmmakers and local industry professionals from the Trans Nzoia region gathered at the Makuti Springs Resort in Kitale Town to pay tribute to the late Franki Ashiruka. The emotional event began at 4:00 PM, with attendees wearing mismatched shoes in a symbolic gesture to honor Franki's unique and creative spirit.

Franki was a pioneering Kenyan film editor and founder of Africa Post Office, a groundbreaking post-production facility in Nairobi. With over two decades of experience, she worked on award-winning projects across Kenya, New Zealand, the UK, and the USA, collaborating with major networks like Channel 4, Fox International, PBS, and Multichoice.

KEY CONTRIBUTIONS:

Industry innovation: She established Africa Post Office as East Africa's first dedicated post-production house, challenging the region's in-house editing norms. The facility featured advanced infrastructure, including EditShare collaboration tools and remote color grading partnerships.

Mentorship: Ashiruka prioritized nurturing local talent, emphasizing professionalism and quality standards. She preferred hiring individuals with strong interpersonal skills, believing technical skills could be taught.

Vision: Her long-term goal was to expand Africa Post Office across East and Central Africa, fostering regional expertise to compete internationally.

Legacy:
Ashiruka's work included editing projects like The Last Fight (2015). She tragically died in a car accident in Nigeria alongside her sister Claire on December 26th 2024, leaving a profound impact on Kenya's film community. Colleagues and peers remembered her as a transformative figure who elevated storytelling and post-production standards in Africa.

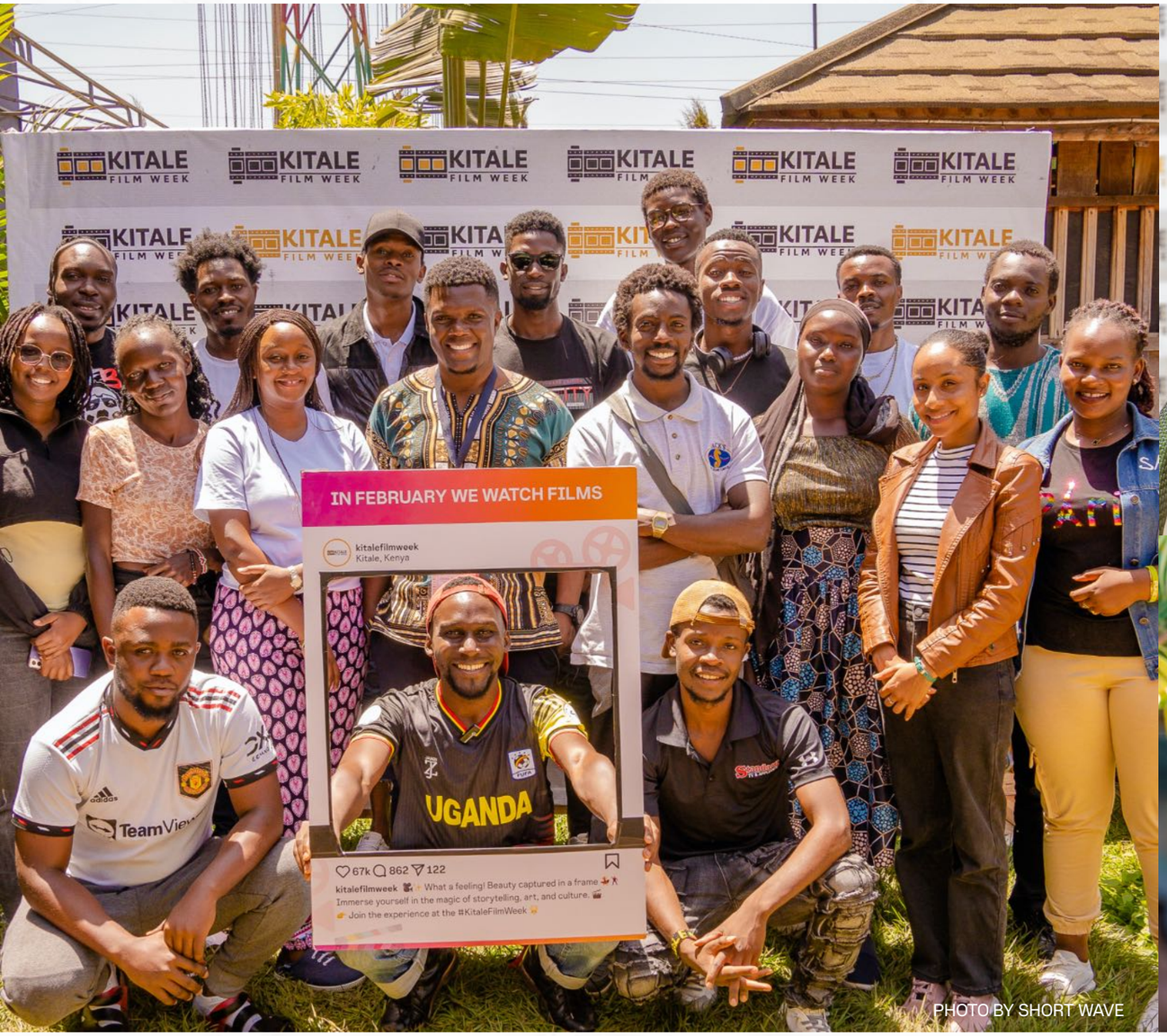

KITALE FILM WEEK
IN FEBRUARY WE WATCH FILMS
kitalefilmweek
Kitale, Kenya
UGANDA
67k 862 122
kitalefilmweek What a feeling! Beauty captured in a frame
Immerse yourself in the magic of storytelling, art, and culture.
Join the experience at the #KitaleFilmWeek

PHOTO BY SHORT WAVE

NORTHWEST KENYA FILM & TV SUMMIT

On Wednesday, 5th February 2025, regional filmmakers and TV professionals gathered at the Kitale Film Week, Deepsea resort, for the North Rift and Western Kenya Film and TV Summit, a dynamic session aimed at fostering collaboration across the region's film industry. The summit provided an invaluable platform for filmmakers from across the North Rift and Western Kenya to come together, explore opportunities for collaboration, and discuss the development, production, post-production, and promotion of their film and television projects.

Part of the session was guided by seasoned film professionals Emmanuel Amimo and Nick Wambugu, who shared their insights and experience, providing valuable mentorship to the emerging filmmakers. These industry experts covered essential aspects of film production, including navigating the challenges of financing, distribution, and marketing in the regional and global film markets.

Originally planned as a full-day event, the summit ended up running for half a day due to the enthusiasm and energy of the attendees. Filmmakers were so inspired by the discussions that they chose to spend the rest of the day networking, building new collaborations, and pitching their own projects to potential partners. This informal pitching session allowed many to establish creative partnerships, exchange ideas, and explore new avenues for funding and distribution, strengthening the film ecosystem across the region.

The event underscored the importance of creating a space for filmmakers from different backgrounds and disciplines to meet, collaborate, and grow together, ensuring that the North Rift and Western Kenya regions remain active participants in the wider African film industry.

PHOTO BY SHORT WAVE

CLOSING NIGHT – SUNDAY, FEBRUARY 9TH 2025

The closing night of the Kitale Film Week 2025 took place at the picturesque Swimming Pool area of the Deepsea Resort on Sunday, February 9th, 2025.

The evening was hosted by Aaron J. Tamale and expertly managed by Churchill Wafula and Angela Price. As the sun set, the lively atmosphere was set to the rhythm of DJ Knitspin, who kept the energy high with an eclectic mix of music, providing a dynamic backdrop to the evening's festivities.

A highlight of the event was the presentation of certificates and awards to the workshop trainees and film award winners, celebrating the incredible talent showcased throughout the festival.

AWARD WINNERS

- Emerging Filmmaker Award – Half Chocolate, Half Vanilla (Uganda) – Nodryn Evanci Kabuye
- Best Cinematography Award – Nawi (Kenya) – Klaus Kneist & Mwende Renata
- Best Screenplay Award – Boda Love (Kenya) – Grace Irungu & Janet Wells
- Best Editing Award – Kismet (Cameroon) – Celestine Kimbi
- Best Short Film Award – Fractured (Uganda) – Mary Josephine Namirembe
- Best Feature-Length Documentary – Our Land, Our Freedom (Kenya) – Meena Nanji & Zippy Kimundu
- Best Short Documentary – Unyagoni: Bahati's Sex Education Journey (Kenya) – Mumo Liku & Saitabao Kaiyare
- Best Animated Film – Fractured (Uganda) – Mary Josephine Namirembe
- Best Feature Film – Boda Love (Kenya) – Nina Ruiz & Janet Wells

The evening culminated with a special screening of the powerful 'Our Land, Our Freedom', which stood as the highlight film of the closing night. The film, a poignant exploration of land rights and freedom, resonated deeply with the audience and encapsulated the spirit of the festival.

KEY SPEECHES

The closing ceremony featured insightful speeches from several important figures, including Ambrose Nguti, the Film in Education Coordinator for the Kitale Film Week, and representatives from key sponsors and partners. Mr. Timothy Owase, the CEO of the Kenya Film Commission, also delivered a moving address, emphasizing the continued importance of supporting local and regional cinema.

For the first time, the festival designed and produced custom trophies to honor the award winners, making the evening even more special as filmmakers were recognized for their outstanding contributions to the world of cinema.

This closing night marked the conclusion of another successful edition of the Kitale Film Week, with the promise of more growth and innovation in future years.

SECTION 5:

IMPACT & OUTCOMES

ACHIEVEMENTS VS. INITIAL GOALS

Kitale Film Week 2025 made significant strides in advancing its objectives, successfully building on the foundation of the previous two editions. Here's an analysis of the festival's goals and the extent to which they were achieved:

1. Expanding Educational Outreach

Goal:
To engage 10,000 students across Western Kenya through the Film in Education Program, integrating film into education to foster creativity, empathy, and critical thinking.

Achievement:
The Film in Education Program successfully reached 8,535 students across Western Kenya, bringing the festival remarkably close to its original target of 10,000. This significant achievement highlights the program's effectiveness in engaging young learners, integrating film into educational discussions, and fostering critical thinking. Students from various schools participated in screenings and interactive sessions, deepening their understanding of storytelling and media.

Overall Impact:
Largely achieved. While just short of the initial goal, the reach was extensive and marked a significant improvement from previous editions. The program's success demonstrates strong potential for future expansion, further solidifying film's role in film education.

2. Showcasing Diverse African Cinema, in the Presence of Filmmakers and their Audiences

Goal: To present at least 50 films from across African countries, including African classics, showcasing the richness of African storytelling and offering a platform for emerging filmmakers.

Achievement:
The festival screened 78 films from 16 African countries, far exceeding the initial goal of 50 films. A particularly exciting aspect of this achievement was that most of the filmmakers were present for the screenings, providing audiences with the rare opportunity to engage with the creators directly. This level of representation showcased the diversity and richness of African cinema, highlighting the festival's success in promoting both emerging and established voices in the film industry.

Overall Impact: Fully achieved and exceeded expectations. The festival's commitment to diverse African cinema was clearly demonstrated with a broad selection of films and strong filmmaker presence.

3. Fostering Community Engagement through the North Rift and Western Kenya Film and TV Summit

Goal: To bring together filmmakers, actors, and enthusiasts from the region to foster creativity and cultural exchange.

Achievement:
The North Rift and Western Kenya Film and TV Summit was successful in gathering local filmmakers and industry professionals, providing a platform for them to share insights, collaborate, and discuss the future of filmmaking in the region. Filmmakers were able to pitch projects to their peere and discuss opportunities for collaboration, strengthening the local filmmaking community. However, the event could benefit from further expansion in terms of participation and a broader range of industry leaders.

Overall Impact: Achieved, but there is potential for further growth in participation and the depth of industry involvement.

4. Developing Local Talent

Goal: To celebrate the work of local filmmakers and provide them with hands-on experience through workshops, panel discussions, and awards.

Achievement:
The NextGen Filmmaking Workshop trained six emerging filmmakers, offering them foundational filmmaking skills. Additionally, local filmmakers were recognized through the festival's awards and panel discussions, celebrating the work of talented individuals like the teams behind 'Boda Love' and 'Nawi'. The festival provided valuable hands-on experience through its workshops, and the award ceremony helped elevate the profile of local talent. However, additional workshops and more extensive engagement could further boost local talent development.

Overall Impact: Achieved, with room for future expansion in terms of more workshops and opportunities for local filmmakers.

5. Celebrating African Film Icon Franki Ashiruka

Goal: To honor the late Franki Ashiruka, a pioneering Kenyan film editor and post-production leader, through a tribute event.

Achievement:
The Franki Ashiruka Tribute event was a poignant and successful moment of the festival, with filmmakers and local industry professionals gathering to celebrate her legacy. The event highlighted her groundbreaking work in post-production and her mentorship of many emerging talents in the Kenyan film industry. The tribute served as an important reminder of her lasting impact on the film community.

Overall Impact: Fully achieved. The tribute to Franki Ashiruka was a fitting and impactful celebration of her contributions to the Kenyan film industry.

OVERALL ASSESSMENT OF KITALE FILM WEEK 2025

Successes:

- Educational outreach reached 8,535 students, with an impactful Film in Education Program, even if the goal of 10,000 was not fully met.
- Diverse African cinema was showcased through 78 films from 16 African countries, with most filmmakers present, far surpassing the initial target.
- Local community engagement was successfully fostered through the North Rift and Western Kenya Film and TV Summit, with filmmakers sharing insights and collaborating.
- Local talent development through workshops and awards recognized and elevated the work of local filmmakers.
- The Franki Ashiruka Tribute was a meaningful and impactful event, celebrating the legacy of a film industry icon.

Areas for Improvement:

- The Film in Education Program could expand further to engage the full target of 10,000 students, requiring enhanced outreach strategies and more school partnerships.
- While 78 films were screened, future festivals can aim for an even broader selection and perhaps include more specific niche categories.
- Networking opportunities and structured industry sessions could be integrated into future editions to strengthen the festival's role as a meeting point for filmmakers, producers, and other industry professionals.

Conclusion: Kitale Film Week 2025 was a resounding success, meeting and exceeding several key goals, particularly in terms of film selection, community engagement, and local talent development. The festival's focus on showcasing diverse African cinema and nurturing young filmmakers contributed significantly to its impact. Future editions will benefit from expanding educational outreach, incorporating more structured networking sessions, and continuing to build on the momentum established in 2025.

Twende Pictures, Afrofilms International, Muiraquitã Filmes
in co-production with Autentika Films present
Our LAND, our FREEDOM
A film by Meena Nanji and Zippy Kimundu
Executive Producers Mira Nair and Eliane Ferreira
idfa
HUMAN
FIFDH GENEVA 2024
official selection
DOK.fest MUNCHEN 2024
DOCS BARCELONA FESTIVAL 2024
21st Millennium DOCS AGAINST GRAVITY
featuring WANJUGU KIMATHI & MUKAMI KIMATHI directed by MEENA NANJI & ZIPPY KIMUNDU
editors JORDANA BERG, EDT FRANKI ASHIRUKA cinematographers ANDREW (DRU) MUNGAI STEVE RUIYI sound recordists WILLIS ABUTO JOHN PAUL GICHENGO
original music IBRAHIM SIDEDE colorist MARCO AMARAL post production supervisor NELSON LOPES associate producer DERRICK KIBISI
co-producers PAULO DE CARVALHO GUDULA MEINZOLT executive producers MIRA NAIR ELIANE FERREIRA produced by MEENA NANJI ZIPPY KIMUNDU ELIANE FERREIRA

FILMMAKER AND AUDIENCE FEEDBACK

Kitale film week is a great programme to all emerging filmmakers in the western region of Kenya. I consider it as a great opportunity to learn,to engage and network with other filmmaker from outside the region. The film future for kitale is luminous courtesy of KITALE FILM WEEK. “Sinema Itambe” “Let film Reign”

– Majid Emmason, Filmmaker, Kitale

"Kitale Film Week has become an important event in Kenya's cultural calendar, providing a platform for African filmmakers to showcase their work and talents. The festival also highlights how these films have positively influenced the youth, inspiring them to pursue filmmaking as a career."

– Morris Andika, Youth in Kitale

“Great initiative, congratulations. Soldier on and try and assist the upcoming writers to improve the craft. What we see as a good movie/ series starts with a well written story. That is an area I always pray we can try and improve on. Of course it requires funds to mount meaningful scriptwriting workshops. It would be nice to have such a project. My thoughts.”

– Ingolo wa Keya, Audience

“A growing festival with so much passion and zeal for the Kenyan and African film spectrum. The future is bright with them in the space. I am grateful to have participated with my film!”

– Samuel Wanjohi, Filmmaker, Kenya

“I had an amazing time. To many more!”

– Ciku Films

“It was a pleasure our first film getting selected and screened!”

– Hasifah Nakitende, Filmmaker, Uganda

"Kitale Film Week is showing me so much love here in Kenya. I can truly see the star in me."

– Nsoh Piepans Niba, Filmmaker, Cameroon

“Kitale Film Week is truly a unique experience. I can confidently attest to the positive growth and development of the event. The love for film is steadily growing, albeit at a gradual pace, and it’s exciting to witness. The school sessions are both educational and enlightening for the younger generation, providing them with valuable insights. Meanwhile, the evening screenings continue to foster a deep love and appreciation for cinema, leaving a lasting impact.”

– Seth Masai, Resident, Kitale

“I believe every filmmaker dreams of having their work seen, discussed, and appreciated. Regional festivals like Kitale Film Week are essential for spotlighting and celebrating the compelling films being created across Africa.”

– Cassandra Onwualu, Jury Member, Nigeria

“Kitale Film Week is where the magic of storytelling meets the power of community! From inspiring conversations with industry greats to discovering fresh, bold narratives, this festival is a testament to the growing influence of African cinema.”

– Wangeci Murage, Film Distributor

SPONSORSHIPS AND PARTNERSHIPS

LIST OF SPONSORS AND PARTNERS

- Embassy of France in Kenya
- Docubox – The East African Documentary Film Fund
- Tunga Media Afrika
- Deepsea Resort Kitale
- The Gific Hotel
- German Cultural Centre (Goethe-Institut Nairobi)
- Sanaa Post
- Senator Allan Chesang
- Veko Sounds Entertainment
- The Year Of Return Africa 2025 (YORA)
- Climate Africa Voices Unidas
- Institut français
- Ladybird Kayitesi Fashions Kitale
- Rushlake Media
- KFTPA
- Rotaract Club of Kitale
- Mr. Nick Wambugu
- Mr. Allan Dexter Mbarwa
- Ms. Carol Mungo
- Mr. Isaac Chao
- Mr. Dawson Mudenyo
- Mr. Timothy Flynn
- Mr. Ephantus Mwangi
- Ms. Tsai Hsuan
- Mr. Joseph Kimani Baraka
- Ms. Eunice Wangui Kimari
- Ms. Faith Muthoni Muriuki
- Mr. Simon Nalwakho
- Mr. Simon Siema
- Mr. Brian Waweru
- Mr. Churchill Wafula
- Mr. Paul Kainonge
- Ms. Jane Maina
- Ms. Rosemary Odima
- Mr. Caleb Mudenyo Jr.
- Mr. Peter Mudamba Mudamba

IMPACT OF SPONSORSHIPS ON THE FESTIVAL

Sponsorships have played a vital role in sustaining and expanding Kitale Film Week, with key support coming from the Embassy of France in Kenya (for all three editions), the Embassy of the Kingdom of the Netherlands in Kenya (2024), the Kitale business community, and private donations from individuals. This support has shaped the festival in several ways:

1. Financial Stability and Operational Growth

Positive Impact:

- The Embassy of France in Kenya has provided consistent backing, ensuring the festival runs smoothly each year.
- The Embassy of the Netherlands contributed in 2024, broadening the festival's international partnerships.
- Private donations and local business support have helped cover essential costs, including screenings, logistics, and promotional activities.

Limitations:

- Funding remains seasonal and unpredictable, requiring intensive efforts before each edition to secure necessary resources.
- A lack of long-term, multi-year sponsorships makes it difficult to plan ahead and invest in major upgrades.

2. Screening Quality and Technical Improvements

Positive Impact:

- Sponsorships have enabled screenings to take place across multiple venues, increasing the festival's reach.
- Support has helped offset some costs related to film programming and logistics.

Limitations:

- The festival still lacks high-quality screening and sound equipment, affecting the viewing experience.
- Insufficient technical infrastructure has limited the festival's ability to screen films in all desired locations.

3. Audience Growth and Community Engagement

Positive Impact:

- Strong support from the Kitale business community, most notably the Deepsea Resort and The Gific Hotel has boosted local engagement, fostering a sense of ownership and participation.
- Filmmakers provision of their films without demanding screening fees has allowed for free screenings, increasing accessibility.

Limitations:

- Attendance at the main venue still needs improvement, requiring stronger marketing and community mobilization.
- More investment is needed in radio, digital and print promotions to increase festival awareness beyond Kitale.

4. Industry Development and Cultural Exchange

Positive Impact:

- Support from international embassies has helped position the festival as an important cultural event in Kenya and beyond.
- The festival has successfully promoted cross-cultural film appreciation and industry engagement.

Limitations:

- There is still a need for more structured industry programs, such as filmmaker workshops, masterclasses, and networking events.
- Expanding engagement with Francophone, Arab-speaking, and other non-Anglophone filmmakers requires additional resources.

5. Strengthening Local and International Partnerships

Positive Impact:

- The backing of the Embassy of France and the Netherlands has enhanced the festival's credibility and attractiveness to global partners.
- The Kitale business community's support has created a foundation for future local collaborations.

Limitations:

- The festival still needs to attract more corporate sponsorships and long-term institutional funding to ensure sustainability.
- Engaging a wider range of government agencies and private sector players could lead to more strategic growth.

CONCLUSION: THE NEED FOR STRONGER, LONG-TERM SPONSORSHIPS

While sponsorships have enabled Kitale Film Week to thrive, challenges remain in securing consistent, long-term funding, improving technical infrastructure, and expanding audience and industry engagement. Strengthening sponsorship efforts could involve:

- Building multi-year sponsorship agreements with embassies, businesses, and private donors.
- Developing stronger corporate partnerships to fund screenings, workshops, and marketing.
- Enhancing local business collaboration to create year-round film-related activities in Kitale.

The 3rd KITALE FILM WEEK
FEBRUARY 2-9, 2025

SPONSORED BY

AMBASSADE DE FRANCE AU KÉNYA ET EN SOMALIE
Liberté Égalité Fraternité

VEKO SOUNDS
AFFORDABLE & RELIABLE EVENT SOLUTIONS

DEEPSEA RESORT

GOETHE INSTITUT

IN PARTNERSHIP WITH

DOCUBOX
EAST AFRICAN DOCUMENTARY FILM FUND

The Fire Place Show

TUNGA
African films for African schools

SUPPORTED BY

INSTITUT FRANÇAIS

ALLAN CHESANG FOUNDATION

KFTPA
KENYA FILM & TELEVISION PROFESSIONAL ASSOCIATION

SANAA POST
THE HOME OF AFRICAN ARTISTRY

RUSHLAKE MEDIA GmbH

TID PIX

BANTICARE
An African Girl Initiative

TRANS NZOIA
UNITY IN DIVERSITY

ROTARY
DISTRICT 9212
KENYA · ETHIOPIA · ERITREA · SOUTH SUDAN

YORA™

The Gific HOTEL

CAVU
CLIMATE ADVOCATES VOCES UNIDAS

- WWW.KITALEFILMWEEK.ORG

CHALLENGES AND LESSONS LEARNED

Despite its success, Kitale Film Week faces several challenges that impact its growth and effectiveness. These range from financial and logistical constraints to audience engagement, technical limitations, and infrastructure gaps, all of which need strategic solutions to ensure the festival reaches its full potential.

1. Financial Constraints

- Limited Funding Sources: The festival relies on sponsorships, partnerships, and limited public or private funding, which affects its ability to scale operations and improve offerings.
- Unpredictable or Insufficient Grants: While the festival has received some support, long-term sustainability requires consistent funding commitments.
- High Operational Costs: Expenses related to venue rentals, equipment, marketing, transportation, and personnel strain the festival's budget.

2. Logistical and Technical Challenges

- Inadequate Screening Equipment: The festival struggles with outdated or low-quality projectors and sound systems, affecting the audience experience.
- Insufficient Equipment for Multiple Venues: Limited screening kits mean not all scheduled venues receive equal film-viewing experiences, reducing festival reach and impact.
- Power Reliability Issues: Frequent power outages, especially for outdoor screenings, disrupt the festival's programming. Backup solutions such as generators can be costly and unreliable.
- Venue Suitability: Some venues lack the necessary infrastructure, such as seating, acoustics, or weatherproofing for outdoor screenings.

3. Audience Engagement and Turnout

- Low Attendance at the Main Venue: Despite attracting interest, turnout at the primary screening venue has not always met expectations.
- Limited Awareness and Outreach: Marketing efforts, though growing, need better strategies to ensure more people in Kitale and beyond know about and attend the festival.
- Changing Audience Habits: With increased online streaming, convincing people to attend physical screenings requires innovative audience development strategies.

4. Human Resource and Capacity Gaps

- Limited Skilled Personnel: The festival depends on a small team and volunteers, making it difficult to handle all aspects of planning and execution effectively.
- Need for More Trained Projectionists and Technicians: A shortage of skilled professionals for screening and sound management affects the quality of film presentations.
- Volunteer Management Challenges: Coordinating and training volunteers effectively within a short timeframe remains a challenge.

5. Infrastructure and Policy Support

- Limited Government and Private Sector Investment: Although Kitale Film Week has received support, more structured backing is needed for long-term growth.
- Film Licensing and Screening Permits: Navigating bureaucratic hurdles and securing necessary approvals can delay programming and increase costs.
- Lack of a Permanent Festival Hub: Without a dedicated space, the festival must secure temporary venues each year, affecting consistency and planning.

PROJECTOR TESTING

AREAS FOR IMPROVEMENT IN FUTURE EDITIONS

To strengthen its impact and sustainability, Kitale Film Week aims to enhance various aspects of its organization, from fundraising and technical upgrades to audience engagement and industry partnerships. By improving these key areas, the festival can grow its reach, attract more stakeholders, and offer a better experience for filmmakers and audiences alike.

1. Financial Sustainability and Fundraising

- Secure Funding Earlier: Strengthen fundraising efforts well in advance to reduce financial strain during the festival.
- Expand Revenue Streams: Explore additional funding sources such as grants, sponsorships, crowdfunding, and merchandising sales.

2. Technical and Logistical Enhancements

- Invest in Quality Screening Equipment: Acquire or upgrade projectors, sound systems, and power backup solutions for better screenings.
- Improve Venue Planning: Ensure better accessibility, seating arrangements, and backup power solutions for both indoor and outdoor screenings.

3. Audience Development and Marketing

- Stronger Outreach & Advertising: Prioritize marketing campaigns to boost attendance, including press releases, social media, local radio and digital promotions.
- Community Engagement: Mobilize outdoor screening audiences in advance through local activations and awareness campaigns.
- Physical Promotion: Distribute posters, banners and flyers across Kitale well before the festival.
- Leverage Digital and Broadcast Media: Increase interviews on podcasts, comedy shows, and online platforms to create more buzz.

4. Strengthening Industry and Government Relations

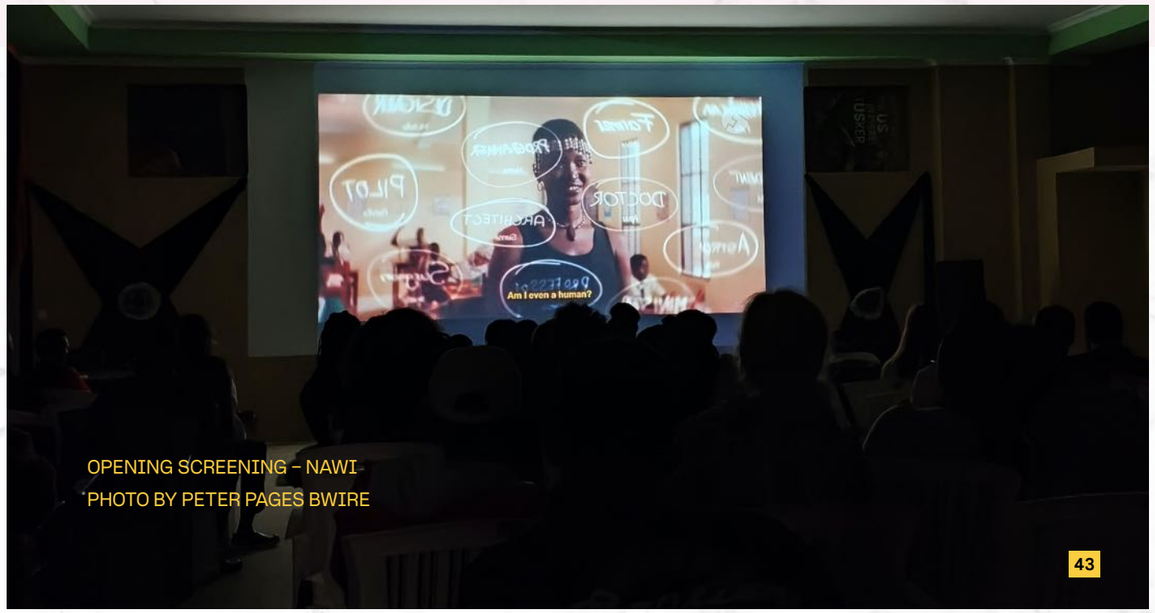
- Expand Filmmaker Reach: Find ways to engage Francophone, Arab-speaking, and other non-Anglophone filmmakers to make the festival more diverse.
- Strengthen County Government Ties: Improve collaboration with the County Government of Trans Nzoia and other local stakeholders to enhance support.
- Corporate Partnerships: Engage corporate sponsors earlier, particularly for digital promotions and audience engagement.

5. Enhancing Festival Programming and Community Involvement

- Film Clubs in Schools: Establish and support film clubs in schools to ensure year-round film-related activities beyond the festival.
- Pre-Festival Community Screenings: Organize screenings ahead of the festival to build anticipation and expand the audience base.
- Industry Events Expansion: Include more conferences, workshops, and networking sessions to support filmmakers and industry professionals.

6. Branding, Merchandising, and Online Presence

- Sell Festival Merchandise: Introduce branded items such as T-shirts, mugs, and posters to generate extra revenue.
- Improve the Festival Website: Enhance the website for a better user experience, including updated schedules, ticketing options, and filmmaker profiles.
- Streaming Partnerships: Partner with a streaming platform to make select festival films available to online audiences.



OPENING SCREENING – NAWI
PHOTO BY PETER PAGES BWIRE

SUMMARY OF KEY SUCCESSES

Kitale Film Week 2025 was a landmark edition that significantly contributed to the cultural and educational landscape of Trans Nzoia County and the broader Kenyan film industry. The festival achieved several key successes, including:

1. Expanded Educational Outreach: While the initial goal of reaching 10,000 students was not fully realized, the festival successfully engaged over 8,000 students through its Film in Education Program, fostering creativity, empathy, and critical thinking in the next generation of filmmakers and audiences.
2. Diverse African Cinema: The festival exceeded its goal of showcasing 50 films by screening 78 films from 16 African countries. This selection offered a rich representation of African storytelling, with many filmmakers attending to engage directly with audiences, enhancing the cultural exchange.
3. Strengthening Local Film Community: The North Rift and Western Kenya Film and TV Summit brought regional filmmakers together to discuss opportunities for collaboration, with valuable networking and pitching sessions. This initiative played a crucial role in fostering regional film industry growth.
4. Development of Local Talent: Through the NextGen Filmmaking Workshop and awards, the festival provided hands-on training and recognition for emerging filmmakers. This focus on skill development is crucial in shaping the future of the local film industry.
5. Honoring Franki Ashiruka: The tribute event dedicated to the late Franki Ashiruka was a heartfelt success, highlighting her pivotal role in the Kenyan film industry and her legacy as a mentor and innovator.

Overall, Kitale Film Week 2025 not only built upon the foundations laid by previous editions but also set a high standard for future events, expanding its impact on film culture, local talent, and educational initiatives.

SWOT ANALYSIS

Strengths (Internal Positive Factors)

- Consistent International Support – Backing from the Embassy of France in Kenya (all three editions) and the Embassy of the Netherlands (2024) enhances credibility and stability.
- Strong Local Business and Community Engagement – Support from the Kitale business community e.g. Deepsea Resort and The Gific Hotel fosters local ownership and participation.
- Growing Recognition and Reputation – The festival has successfully run for three consecutive years, positioning itself as an emerging cultural and industry event in East Africa.
- Diverse Film Programming – The festival screens a mix of local, African, and international films, broadening audience exposure and appreciation.
- Educational Impact – The Film in Education program has been a major success, engaging students and schools in film appreciation and storytelling.
- Multiple Screening Venues – The festival reaches audiences beyond a single location, increasing accessibility and community participation.

Weaknesses (Internal Negative Factors)

- Financial Instability – The festival relies on seasonal, last-minute funding, making long-term planning difficult.
- Technical Limitations – Lack of high-quality projection and sound equipment affects the quality of film screenings.
- Low Audience Turnout at the Main Venue – While outdoor screenings attract viewers, attendance at the festival's primary venue remains lower than desired.
- Limited Industry Events – The festival lacks sufficent workshops, masterclasses, conferences, and structured networking opportunities for filmmakers and industry professionals.
- Inconsistent Marketing and Promotion – Limited digital engagement, print advertising, and pre-event publicity reduce audience reach and festival visibility.
- Weak Corporate Partnerships – Few private sector sponsors have been secured, reducing financial sustainability.

Opportunities (External Positive Factors)

- Stronger Corporate Sponsorships – Engaging Kenyan and multinational brands could provide more financial backing and marketing support.
- Government and Institutional Support – Strengthening ties with the County Government of Trans Nzoia and Kenya Film Commission could secure long-term funding, strategic, and policy support.
- Expansion of Industry Events – Introducing conferences, filmmaker workshops, and networking sessions would attract more professionals and elevate the festival's status.
- Engagement with Non-Anglophone Filmmakers – Establishing Francophone, Arab-speaking, and Lusophone connections would increase the festival's regional and international influence.
- Partnerships with Streaming Platforms – Collaborating with African and global streaming services could extend the festival's reach beyond physical screenings.
- Pre-Festival Community Engagement – Conducting advance community screenings, school film clubs, and local promotions could improve audience turnout.

Threats (External Negative Factors)

- Unreliable Funding Sources – Dependence on short-term sponsorships puts the festival at risk of financial instability each year.
- Competition from Larger Festivals – Major festivals in Kenya and East Africa attract more funding and industry attention.
- Logistical Challenges – Power outages, equipment shortages, and transportation issues can disrupt screenings and festival operations.
- Limited Local Film Consumption Culture – A lack of widespread film-watching habits in Kitale and Kenya could hinder audience growth.
- Changing Sponsorship Priorities – Embassies and institutional sponsors may shift focus, leading to reduced funding in the future.
- Political and Economic Uncertainty – Factors such as government policy changes, inflation, or economic downturns could impact funding and sponsorships.

Conclusion & Next Steps

To strengthen Kitale Film Week, efforts should focus on:

- Diversifying income streams and securing multi-year sponsorship agreements with embassies, businesses, and private sector players.
- Improving marketing, digital promotions, and community outreach to increase audience engagement.
- Investing in better screening equipment to enhance the film experience.
- Expanding industry programs to attract filmmakers and professionals.
- Strengthening local and government partnerships for long-term sustainability.

IMPACT ON THE LOCAL AND NATIONAL FILM INDUSTRY

The Kitale Film Week has had a significant impact both on Kitale itself and on Kenya's broader film industry. Here's how:

Impact on Kitale:

Cultural Enrichment:
Kitale Film Week has introduced a strong film culture to a region not traditionally known for cinema.
The festival has provided local audiences with exposure to diverse films, including Kenyan, African, and international productions.

Economic Boost:
The festival brings visitors, including filmmakers, journalists, and tourists, boosting local businesses such as hotels, restaurants, and transport services.
The growth of Kitale as a film-friendly destination could lead to further investment in entertainment and creative industries.

Educational Development:
The Film in Education program has impacted students by introducing them to film as an art form and a career path.
Local youth have gained hands-on experience in filmmaking, storytelling, and media literacy.

Branding Kitale as a Creative Hub:
Kitale Film Week, alongside initiatives like Kitale City of Film, is positioning Kitale as a center for film and cultural activities.
This contributes to a long-term strategy of making Kitale an attractive destination for filmmakers and creative entrepreneurs.

Impact on Kenya's Film Industry:

Industry Growth & Networking:
The festival has become a platform for East African filmmakers to showcase their work, network, and collaborate with peers from across Africa and beyond. The planned addition of industry conferences and events will further strengthen Kenya's filmmaking ecosystem.

Audience Development:
One of the biggest challenges in Kenyan cinema is building strong, consistent audiences. By making film accessible to new and diverse viewers, Kitale Film Week is helping shape future audiences for Kenyan and African films.

Distribution & Market Expansion:
Kitale Film Week has the potential to contribute to film distribution efforts by connecting Kenyan and other African films with distributors. By showing a mix of independent and commercial films, the festival is encouraging conversations about how best to get Kenyan films to wider audiences.

Policy & Government Support:
The involvement of the County Government of Trans Nzoia and Kenya Film Commission shows that regional governments are beginning to recognize film as an economic and cultural asset. The festival's success may influence policies that support filmmakers with funding, tax incentives, and better infrastructure.

Future Potential:
With its growing reputation, Kitale Film Week has the potential to be a key player in reshaping Kenya's film landscape. The festival's focus on education, industry growth, and audience-building makes it unique, and with continued support, it could become one of the most influential film festivals in East Africa.

GRATITUDE TO PARTNERS, SPONSORS, AND PARTICIPANTS

We extend our heartfelt gratitude to the following sponsors and partners whose incredible support helped make Kitale Film Week 2025 a success:

The Embassy of France in Kenya has continued to provide essential backing, helping elevate the festival's international profile. We are also grateful to the Institut Français through Cinémathèque Afrique - IFcinéma, whose catalog of restored African films allowed us to screen five African classics, adding a historical and cultural depth to the festival. Docubox – The East African Documentary Film Fund supported the festival with screenings at schools and outdoor events, enriching the educational experience for students across the region. Tunga Media Afrika also played a vital role in supporting school screenings and the logistics for outdoor screenings, ensuring that the festival reached a wider audience.

We are thankful to Deepsea Resort Kitale for generously hosting the festival's key events in their picturesque venue, offering a welcoming space for filmmakers and attendees. The Gific Hotel provided accommodation for festival participants, ensuring that our guests were well taken care of during the week-long celebration of cinema.

The German Cultural Centre (Goethe-Institut Nairobi) contributed by providing top-tier screening equipment, which was instrumental in delivering high-quality screenings. We also thank Sanaa Post for their valuable assistance in media coverage, helping to spread the word about the festival and its events.

The Year Of Return Africa 2025 (YORA) provided crucial financial support, ensuring that key elements of the festival were well-funded and successfully executed. Rushlake Media provided an impressive selection of films, including some of the most exciting new releases in African cinema, which captivated audiences throughout the festival.

In addition, we would like to express our appreciation for the support of individuals such as Senator Allan Chesang, Mr. Nick Wambugu, Ms. Carol Mungo, Mr. Isaac Chao, Mr. Dawson Mudenyo, Mr. Timothy Flynn, Mr. Ephantus Mwangi, Ms. Tsai Hsuan, Mr. Joseph Kimani Baraka, Ms. Eunice Wangui Kimari, Ms. Faith Muthoni Muriuki, Mr. Simon Nalwakho, Mr. Simon Siema, Ms. Linda Musita, Mr. Brian Waweru, Mr. Churchill Wafula, Mr. Paul Kainonge, Ms. Jane Maina, Ms. Rosemary Odima, Mr. Caleb Mudenyo, and Mr. Peter Mudamba Mudamba. Your involvement has made a significant difference, and we deeply appreciate your contributions.

Thank you to all of our partners and sponsors for your continued support. Your dedication to African cinema and the creative industries is invaluable, and we look forward to working with you again in future editions of Kitale Film Week!

CALL FOR CONTINUED SUPPORT FOR KITALE FILM WEEK

As we reflect on the tremendous success of Kitale Film Week 2025, we are excited about the growth and impact of this event on both the local and regional film community. However, for the festival to continue thriving and to expand its reach in future editions, we humbly call for continued support from our partners, sponsors, and stakeholders.

The success of Kitale Film Week is deeply rooted in the generous contributions of individuals and organizations who believe in the power of film to inspire, educate, and foster social change. As we strive to build on this foundation, we seek your continued collaboration to ensure that the festival continues to serve as a platform for diverse African voices, enrich educational experiences for students, provide vital networking opportunities for filmmakers, and celebrate African cinema on the global stage.

Your ongoing support will be critical in:

- Expanding our educational outreach to more schools and students across Western Kenya
- Enhancing the festival's ability to showcase a greater variety of films, including more regional and emerging filmmakers
- Providing better facilities, equipment, and resources for an even more impactful festival experience
- Strengthening our local and international partnerships and collaborations to bring in more talent, expertise, and audience participation

In addition to these artistic and educational goals, continued support for Kitale Film Week will help with:

- Audience Development: Increasing engagement and developing a deeper appreciation for African cinema, which in turn nurtures long-term audience loyalty.
- Economic Growth of Kitale and Trans Nzoia: By promoting tourism, creating local business opportunities, and stimulating the hospitality, retail, and service industries.
- Reduced Inequalities: Offering a platform for underrepresented filmmakers and voices, and engaging youth, especially from marginalized communities, in creative opportunities.
- Generation of Employment Opportunities: Expanding the festival's reach will create jobs in film production, event management, hospitality, and other sectors, providing economic benefits to the local community.

We are confident that, with your continued support, Kitale Film Week can grow into a cornerstone of Kenya's cultural landscape and a beacon for African filmmakers and audiences. Together, we can achieve even greater success in future editions, creating a lasting legacy for the film industry in Trans Nzoia County and beyond.

We thank you for your commitment to Kitale Film Week, and we look forward to your continued partnership.

APPENDIX

FULL LIST OF FILMS SCREENED

The following films were screened at the Kitale Film Week 2025:

NARRATIVE FEATURE FILMS

1. 2 Asunder (2024) – Kenya, Directors: Fakii Liwali, Tony Mwaura
2. A Country Called Ghana (2024) – Ghana, Director: Frank Gharbin
3. Boda Love (2024) – Kenya, Director: Janet Wells
4. Half Life (2024) – Uganda, Director: Mulindwa Richard
5. Hanami (2024) – Cape Verde, Director: Denise Fernandes
6. Heroes of Africa: Tetteh Quashie (2020) – Ghana, Director: Frank Fiifi Gharbin
7. I Know My Rights (2024) – Kenya, Director: Lord Muga Brian
8. Karamoja (2023) – Uganda, Director: Mathew Nabwiso
9. Kintu (2024) – Uganda, Director: Denis Junior Dhikusooka
10. Kismet (2024) – Cameroon, Director: Ngang Romanus Ntseh
11. Maria (2024) – Uganda, Director: Nana Kagga
12. Mission Xylara (2024) – Uganda, Director: Denis Junior Dhikusooka
13. Nawi (2024) – Kenya, Directors: Kevin Schmutzler, Toby Schmutzler, Apuu Mourine Munyes, Vallentine Chelluget
14. Otis Janam (2024) – Kenya, Director: Zippy Okoth
15. Present Past (2024) – Uganda, Director: N. Salma Bynes
16. Sabotage (2024) – Uganda, Director: Mathew Nabwiso
17. The Passenger (2023) – Uganda, Director: Hadijah Nakanjako
18. Wamaitha (2024) – Kenya, Director: Kang'ethe Mungai

AFRICAN CLASSICS

1. Bala Bala Sese (2015) – Uganda, Director: Lukyamuzi Bashir
2. Dancing in the Dust / Bal poussière (1989) – Ivory Coast, Director: Henri Duparc
3. Life Is Rosy / La Vie est Belle (1987) – DR Congo, Directors: Benoît Lamy & Mwezé Ngangura
4. Mandabi / The Money Order (1968) – Senegal, Director: Ousmane Sembène
5. Nairobi Half Life (2012) – Kenya, Director: Tosh Gitonga
6. The Little Girl Who Sold the Sun / La Petite Vendeuse de Soleil (1999) – Senegal, Director: Djibril Diop Mambéty

DOCUMENTARY FEATURE FILMS

1. Afrikki (2024) – Senegal, Director: Gaëlle Le Roy
2. Brief Tender Light (2023) – Ghana, Director: Arthur Musah
3. Descendants of Broken Heroes (2024) – Kenya, Director: John Waiganjo
4. Here We Are (2024) – Dominican Republic, Director: Violeta Lockhart
5. Limo On The Run (2024) – Kenya, Directors: Njoki Muhoho, Hanigun Kwenya
6. Our Land, Our Freedom (2024) – Kenya, Directors: Meena Nanji, Zippy Kimundu
7. The Destiny of a Truck Driver (2024) – Burkina Faso, Director: Yssouf Koussé

SHORT FILMS

1. 1992 (2024) – Kenya, Director: Gilbert Lukalia
2. All Equal! (2024) – Senegal, United Kingdom, Director: Cheikh Ahmadou Bamba Diop
3. Angel in the Stone (2024) – Nigeria, Director: Doyinsola Ajayi
4. Art Piece (2024) – Zambia, Director: Chizzi Banda
5. As I Dream (2024) – Uganda, Director: Eunice Acan
6. Bahari Bingwa (2024) – Kenya, Director: Samuel Wanjohi
7. Binti Maji and the Ocean (2020) – Kenya, Directors: Sheldon Mutei Ndumbu, Gift Kyansimire Oroni
8. Black Skin (2024) – Central African Republic, Directors: Nephtalie Tyrana Tobona, Daniel Ananias Momou-Mongui, Safari Ally Sengaire
9. Broken (2024) – Uganda, Director: Clive Nshiime
10. Counterpunch (2024) – Kenya, Uganda, Director: Rodney Williams
11. Dawn After Darkness (2024) – Rwanda, Director: Muhire Methode
12. Death Valley (2023) – Kenya, Director: Kennedy Kyalo
13. Emunyenye (2024) – Uganda, Director: Brian Vons Mukisa
14. Endless Loop (2023) – Nigeria, Director: 'Che Messiah
15. Fatherhood (2024) – Kenya, Uganda, Director: Amisha Mukasa
16. Fractured (2024) – Uganda, Director: Josephine Mary Namirembe
17. Gas (2024) – Kenya, Directors: Emmanuel Chege, Rebecca Keli
18. Grogans Lodge (2023) – Kenya, Director: Isaya Evans
19. Half Chocolate Half Vanilla (2024) – Uganda, Director: Nodryn Evanci Kabuye
20. He Knows This Place (2024) – Kenya, United States, Director: Melissa Lefkowitz
21. I Too, Crave Death (2024) – Nigeria, Director: Uchenna Ugwu
22. Kuyo (2024) – Kenya, Director: Don Otieno Okinyi
23. Love Sweet Sound (2019) – Kenya, Director: Neha Manoj Shah
24. Mata Hari (2024) – Kenya, Director: Calvin Mandaga Oyula
25. Ndoto (2023) – Kenya, Director: Omar Hamza
26. Njambi And The Missing Bananas (2024) – Kenya, Director: Wanyuru Muiruri
27. Obukade Busatu (2024) – Uganda, Director: Nsiima Chloe Elizabeth
28. Roots of Renewal (2024) – Kenya, Director: Franklyne Mudulia Manono
29. Rudi (2024) – Kenya, Director: Derrick Njuguna Kinyanjui
30. Salamatu's Rhapsody (2024) – Nigeria, Directors: Abu-bakr S. Adamu, Oluwatimilehin Adejumo
31. Sounds of Silence (2024) – Kenya, Director: Joan Mwihaki Kabugu
32. Stray Flower (2022) – Namibia, Germany, Director: Nandi Nastasja
33. The Boy From Kampala (2024) – Uganda, Director: Vieri Kavuma
34. The Day I Will Never Forget (2024) – Kenya, Director: Viboks Omondi
35. The Equalizer (2024) – Kenya, Director: Brenda Maina
36. The Fetish / Le Fétiche (2023) – Côte d'Ivoire, Director: Kouamé Mathurin Samuel Codjovi
37. The Little Things (2024) – Kenya, Director: Jevin Mulwa
38. The Sorghum Sisters (2024) – Kenya, Director: Tabitha Maina
39. The Street Chase (2024) – Kenya, Director: Rabin Lucas Makori
40. Thief (2024) – Kenya, Directors: Andrew Evans Odera, Greg Kiwo Maole
41. TicTok (2024) – Central African Republic, Directors: Cassandra Ndouba, Aminou Mohamadou, Elvera Nkodia
42. Tiny Winnie (2023) – Kenya, Director: Joshua Kasyu Wambua
43. Unasemaje? (2024) – Tanzania, Director: Kelvin Kagambo
44. Unyagoni: Bahati's Sex Education Journey (2024) – Kenya, Director: Saitabao Kaiyare
45. The Concord (2024) – Kenya, Director: Brian Nabiswa
46. Tinderbox (2024) – Kenya, Director: Brian Nabiswa
47. Silent Prayers (2025) – Kenya, Director: Bildad Ochieng
48. Home (2025) – Kenya, Director: Adelle Onyango
49. Wrong Number (2025) – Kenya, Director: Ian Wanjohi

Kitale Film Week CBO
c/o Parkview Towers, Moi Avenue, Kitale, Kenya
M: +254 735 128 548 | +254 768 348 234
Socials: @kitalefilmweek
Email: info@kitalefilmweek.org | kitalefilmweek@gmail.com
Website: kitalefilmweek.org